

LEADING FOR CREATIVITY AND INNOVATION



GENTEX[®]
TRAINING CENTER



Introduction

Leading for Creativity and Innovation Training Course prepares leaders to make innovation a repeatable capability rather than an occasional event. Innovation depends on leadership choices: what gets funded, what gets protected, and what behaviour gets rewarded. Leaders who understand this build organisations that generate and implement ideas continuously. This program connects innovation strategy with the everyday leadership practices that support it. It covers creativity climate, structured problem solving, experimentation, portfolio choices, and measurement. As a result, participants learn to set innovation priorities, remove blockers, and convert promising concepts into delivered value. Furthermore, the course covers design thinking, agile delivery, and how to sustain innovation through cycles of pressure.

Leading for Creativity and Innovation Course Objectives

- Build a team climate that supports creativity and constructive dissent.
- Apply strategic thinking to innovation priorities and portfolio choices.
- Use design thinking to frame problems and develop solutions.
- Facilitate idea generation with SCAMPER, brainwriting, and Six Thinking Hats.
- Apply the Double Diamond model to service and product challenges.
- Design experiments with clear hypotheses and success criteria.
- Apply lean startup build-measure-learn cycles to new concepts.
- Lead agile teams with sprints, retrospectives, and stand-ups.
- Manage innovation portfolios with the Three Horizons framework.
- Measure innovation with adoption, cycle time, and value indicators.

Course Methodology



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- Facilitated sessions built around live innovation challenges.
- Creative problem-solving workshops with structured techniques.
- Prototyping, testing, and concept review exercises.
- Role-play of sponsorship, pitch, and funding conversations.
- Group work on innovation portfolio prioritisation.
- Simulation of agile delivery and experimentation cycles.
- Peer feedback, reflection, and a personal innovation leadership plan.

Who Should Take This Course

- Managers and team leaders responsible for innovation.
- Innovation and R&D team leaders.
- Product, service, and design managers.
- Marketing and business development leaders.
- Project and program managers driving new initiatives.
- HR and organizational development professionals.
- Executives sponsoring innovation programs.

Leading for Creativity and Innovation Course Outlines

Day 1: The Leader's Role in Innovation

- Defining creativity, invention, and innovation.
- Incremental, adjacent, and radical innovation.
- How leadership behaviour enables or blocks innovation.
- Psychological safety and the four stages model.
- Cognitive diversity and team composition.



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- Removing structural and cultural blockers.
- Workshop: assessing your organisation's innovation climate.

Day 2: Strategy, Priorities, and Portfolio Choices

- Linking innovation to business strategy.
- Opportunity identification and customer problem discovery.
- The Three Horizons framework for portfolio balance.
- Business cases and value estimation for new concepts.
- Innovation governance and decision rights.
- Balancing exploration spending with delivery demands.
- Workshop: prioritising an innovation portfolio.

Day 3: Creative Problem Solving and Ideation

- Problem framing with the Double Diamond model.
- Divergent thinking: brainwriting and SCAMPER.
- Convergent thinking with Six Thinking Hats.
- Customer journey mapping for opportunity spotting.
- Screening ideas with impact-effort matrices.
- Facilitating ideation without shutting people down.
- Workshop: running a facilitated ideation session.

Day 4: Experimentation, Prototyping, and Agile Delivery

- Forming hypotheses and defining success criteria.
- Prototyping methods: mockups, pilots, and trials.



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- Lean startup build-measure-learn cycles.
- Running agile sprints with stand-ups and retrospectives.
- Learning from failure and running safe-to-fail tests.
- Scaling what works and stopping what does not.
- Simulation: designing and reviewing an experiment.

Day 5: Culture, Capability, and Measuring Innovation

- Building innovation capability and skills across teams.
- Recognition systems that reward ideas and delivery.
- Protecting time, budget, and slack for innovation.
- Measuring innovation: adoption, cycle time, and value.
- Reviewing performance without punishing learning.
- Creating a personal innovation leadership plan.
- Capstone: presenting an innovation enablement roadmap.

Conclusion

By successfully completing Leading for Creativity and Innovation Training Course, participants will have acquired the knowledge to build creative climates, align innovation with strategy, facilitate structured problem solving, run experiments and agile delivery, manage innovation portfolios, and measure results with clear indicators. They will also understand how to protect innovation from day-to-day pressure. Gentex Training Center delivers this program through applied workshops and expert facilitation, helping leaders turn creativity into consistent, measurable innovation.





FAQs for the Leading for Creativity and Innovation course

Q1 What is the "Leading for Creativity and Innovation" course about?

It is a training program that teaches leaders how to build innovation as an ongoing organisational capability. It covers creative climate, innovation strategy, structured ideation, experimentation, agile delivery, and measurement.

Q2 What are the key benefits of the "Leading for Creativity and Innovation" course?

Participants gain a repeatable innovation method, stronger team engagement in problem solving, and clearer links between ideas and business value. Organizations benefit from more usable ideas, faster concept testing, better portfolio balance, and innovation that survives delivery pressure.

Q3 What skills will I gain from the "Leading for Creativity and Innovation" course?

Participants build innovation climate and creative leadership, innovation strategy and portfolio prioritisation, creative problem solving and ideation facilitation, and experimentation, agile delivery, and innovation measurement.



Q4 What tools, methods, or standards are covered in the "Leading for Creativity and Innovation" course?

The course covers the Double Diamond model, SCAMPER, brainwriting, Six Thinking Hats, customer journey mapping, impact-effort matrices, the Three Horizons framework, hypothesis and test design, lean startup build-measure-learn cycles, agile sprints and retrospectives, and adoption, cycle-time, and value indicators.

Q5 How is the "Leading for Creativity and Innovation" course applied in real-world practice?

Learners apply it by linking innovation goals to strategy, running structured ideation with their teams, converting ideas into testable hypotheses, launching small pilots, reviewing results in sprints, and tracking adoption and value before scaling.