



## Creating a Culture of Innovation

Developing your Skills to Innovate, Think Critically and be Creative

### ▶ Upcoming Sessions

18-22 Nov 2024	Dubai - UAE	\$5,950
24-28 Feb 2025	Istanbul - Turkey	\$5,950
09-13 Jun 2025	London - UK	\$5,950
17-21 Nov 2025	Dubai - UAE	\$5,950

### ▶ Training Details

#### Training Course Overview

Join us for an engaging 5-day Anderson training course designed to enhance your abilities in innovation, critical thinking, and creativity. In today's dynamic landscape, innovation stands as a paramount leadership competency across all industries. Through this course, participants will cultivate a radical mindset, pushing boundaries for both themselves and their organizations, while remaining agile and adaptive to changing conditions and outcomes.

This captivating and timely Anderson training course offers a comprehensive exploration of innovation, critical thinking, and creativity, providing a safe and enjoyable environment for participants to develop these essential competencies.

#### Training Course Objectives

**By attending this Anderson training course, delegates will be able to:**

- ▶ Describe the fundamentals of innovation
- ▶ List the challenges and cultural appropriateness of innovation
- ▶ Identify how to generate, develop, and communicate ideas
- ▶ Demonstrate advanced skills in critical and creative thinking
- ▶ Develop a business model canvas supporting value creation

#### Designed For

**This Anderson training course is suitable to a wide range of professionals, but will greatly benefit:**

- ▶ All Managers, Supervisors, Team Leaders, and Section Heads
- ▶ Senior Managers in government or the private sector
- ▶ Marketing & PR Specialists
- ▶ Human Resource (HR) Professionals
- ▶ Any professional who needs to develop their skills in innovation
- ▶ HR and Learning and Development professionals
- ▶ Talent management professionals

## ▶ Training Details

### Day One: The Practice of Innovation

- ▶ What is innovation and where does it come from
- ▶ Becoming innovative
- ▶ Ideas for innovation
- ▶ The importance of the Business Model for value creation
- ▶ Developing your Business Model Canvas

### Day Two: Disruptive Innovation

- ▶ Introduction to Disruptive Innovation (DI)
- ▶ Disruptive Technology or Disruptive Innovation
- ▶ Examples of great disruption across multiple industries
- ▶ Evaluate your ability to be disruptive
- ▶ Enablers and constraints for DI

### Day Three: Benchmarking for Innovation

- ▶ Principles of benchmarking for innovation
- ▶ Different methods of benchmarking and how they relate to each other
- ▶ How to identify potential benchmarking projects
- ▶ An overview of the benchmarking process
- ▶ Running a Successful Benchmarking Project

### Day Four: Critical and Creative Thinking

- ▶ Understanding the power of creativity
- ▶ Your brain and ideas
- ▶ Communication skills for Ideation
- ▶ Core critical thinking skills
- ▶ Argument mapping

### Day Five: Culture and Innovation

- ▶ Understanding the levels of culture
- ▶ Cultural barriers
- ▶ What we know about culture and innovation
- ▶ Creating a workplace culture that supports innovation
- ▶ Personal action planning

## ▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course

### ▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

Call us: [+971 4 365 8363](tel:+97143658363)

Email: [info@anderson.ae](mailto:info@anderson.ae)

Request for a Tailor-made training and educational experience for your organization now:

Email: [inhouse@anderson.ae](mailto:inhouse@anderson.ae)



**Anderson**  
Executive Development Centre

P.O Box 74589, Dubai, United Arab Emirates

**Web:** [www.anderson.ae](http://www.anderson.ae)

**Email:** [info@anderson.ae](mailto:info@anderson.ae)

**Phone:** +971 4 365 8363

**Fax:** +971 4 360 4759

**©2024. Material published by Anderson shown here is copyrighted.**

All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.