

Creative & Innovative Management

The Path to an Innovative Organization
6 - 9 January 2008

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IEMQ
الإدارة العالمية الإماراتية للجودة
International Emirates Management for Quality
Supporting you to lead the way...

Creative & Innovative Management

The World is in Creativity Crisis!!

The London Business School recently announced it was changing its entire MBA program curriculum as a result of a recent global survey of CEOs. **-Why the change?**

CEOs are completely dissatisfied with the robotic thinking procedures of MBA graduates. CEOs agree that graduates they receive into their businesses are not capable of the CEO's prime requirement: **Creative Thinking and Innovation.**

Those who are to survive in the 21st Century, - already named by President Vincente Fox of Mexico at the 5th Annual United Nations Congress for Creativity and Innovation as: 'The Century for the Development of Creativity and Intellectual Capital', - **must develop their Creative Thinking Skills as a prerequisite.**

This four-day seminar will change the way you do business!

You will come out of this seminar, thinking **Business NOT as Usual!**

Who should attend:

- Any organization that requires its employees to create, innovate and solve problems should send executives, managers and team leaders on all levels to benefit from this seminar.
- Whole teams will also benefit from this seminar.

Program outline:

This highly participative seminar explores the elusive nature of innovation in business, and shows you how to access your own innate creativity. Participants will be deliberately challenged to review their existing perspectives and consider alternative ways of working.

The program emphasizes the practical use of pragmatic tools and techniques that really work!

After this seminar you will know:

- How to generate creative ideas at least four times as fast as you thought possible.
- That flexibility, originality and innovation are not inherent - they are trainable, learnable and applicable skills.
- That the popular left/right brain model is both incomplete and dangerously wrong.
- How to recognize those counter-productive personal antagonisms in the corporate context which hamper creativity.
- The factors that determine your own creative contribution, and what hinders and enhances creativity in the office and elsewhere.
- A range of practical and innovative techniques to solve problems, make decisions and generate new ideas creatively.
- How to use the approaches learnt and how to create the right conditions for creativity at work.

Our seminar leader:



Dina Faidi

Our seminar leader is Dina Faidi, Speaker, Performance Consultant, Master Trainer, and Founder of Creativity & Beyond. An MBA graduate, she is a Certified Trainer in Tony Buzan's Mental Literacy Concepts, a Certified Master Trainer by Dr. Edward de Bono, father of Lateral Thinking, the only Arab to be certified and one of only 30 entrusted certified Master Trainers in the world; and the only accredited Certified Master Trainer for Bob Urlichuck's programs in the Middle East. She is certified in Accelerated Learning and a Master NLP Practitioner; techniques she integrates into her training, consultation and coaching activities.

Ms. Faidi has more than 12 years experience in the field of Creativity & Innovation. She has worked personally with both Tony Buzan and Dr. de Bono, and has consulted in more than 150 major corporations, governmental and non-governmental agencies throughout the region.

Her broad base of expertise allows her to link theory with hands-on experience. Dina is based in Dubai, but travels throughout the Middle East for her seminars and consultations. She is a regular guest on various TV and media channels, and had taken the platform at many Regional and International conferences. She is involved extensively in several voluntarily social work activities related to education, the environment, children, women and sport.

6 Sunday		January 2008	Day 1
08:00 – 10:00	Benchmarking your Creativity		
10:00 – 10:30	Break		
10:30 – 13:00	Identification of Individual and Group Problems and Goals		
13:00 – 14:00	Break and Luncheon		
14:00 – 16:00	The explosive nature of thoughts - The Creative versus the Non-Creative		
7 Monday			Day 2
08:00 – 10:00	Benchmarking your Creativity		
10:00 – 10:30	Break		
10:30 – 13:00	Combining the sides to produce synergy		
13:00 – 14:00	Break and Luncheon		
14:00 – 16:00	Your ultimate 'Association Machine'- the Human Brain - Creativity and Imagination – the relationship		
8 Tuesday			Day 3
08:00 – 10:00	Creativity techniques for Change Management and Problem Solving		
10:00 – 10:30	Break		
10:30 – 13:00	The accelerating pace of change in the modern business environment		
13:00 – 14:00	Break and Luncheon		
14:00 – 16:00	Dealing creatively with change		
9 Wednesday			Day 4
08:00 – 10:00	Leadership and innovative thinking		
10:00 – 10:30	Break		
10:30 – 13:00	Developing New Thinking Habits		
13:00 – 14:00	Break and Luncheon		
14:00 – 16:00	Creating the right culture at work		

Registration Form

“Creative & Innovative Management”

When: 6 – 9 January 2008

Where: Sheraton Abu Dhabi Resort & Towers , UAE

Duration: 4 Days

Price: US \$ 3,100

Led By: Dina Faidi, Master Trainer, Founder of Creativity & Beyond

Personal Details:

Name (Mr./Ms.):

Company:

Position:.....

E-mail:

Phone:

Payment Details:

- * Payments to be made in US \$.
- * A confirmation letter and invoice will be sent to you on receipt of your registration and fees.
- * Kindly note that the fee must be paid in full before the event. Only those delegates whose fees have been paid in full will be admitted to the event.

For payments by cheque:

- * Please forward the registration form/s together with the cheque to IeMQ, PO Box 5062, Abu Dhabi, UAE.

For payments by direct deposit:

- * Account Name: International Emirates Mngmnt Quality; Account Number: (USD) 11241007;
Bank: Abu Dhabi Islamic Bank; Branch: Khalidiya Branch, PO Box 31545, Abu Dhabi, UAE.
- * Please forward the registration form/s together with the remittance advice to:
IeMQ, PO Box 5062, Abu Dhabi, UAE.

Cancellations:

- * If you have registered for a seminar but are unable to attend, a substitute attendee is welcome.
- * If you cannot nominate a substitute and you wish to cancel the registration, then an administrative charge of US\$ 200 is applicable.
- * If the cancellation notification is received less than five working days before the event, then the full registrtion fee is applicable.

Preliminary Schedule:

- * This event schedule may change due to unforeseen circumstances. Any changes will be reflected on our website and the applicable brochures. IeMQ reserves the right to change event details, including dates, content, presenters and venues.

Three easy ways to register - Phone / Fax / Email



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