

CML-CCL-CPL Course Contents

Customization can be made to suit various needs & objectives

Phase 1: Leading Self

THE SUCCESS PRINCIPLES & TECHNIQUES FOR BREAKTHROUGH RESULTS

INTRODUCTION

In this self-mastery program, you will learn to use The Success Principles and Techniques for Breakthrough Results to enable you to quantum leap your success and happiness. The proven Ten Steps to Success process and Daily Disciplines of Top Achievers show you exactly how to create greater achievements faster. These core competencies have been the secrets of outstanding performers all over the world. These are the very things that are not focused on in MBA programs and this will be your difference maker. It will enable you to build resilience and develop abilities required to thrive even in the most challenging times.

The mastery of the principles and techniques is like knowing the number of a combination lock. Regardless of nationality, creed, color or gender, people who successfully master these competencies would be able to discover the code to open the lock that leads them to accelerated accomplishments. Participants who undergo this program, study the materials, practice the skills, techniques, use the continuous learning tools provided, and apply what they learn, will achieve breakthrough results faster and become a role model for other leaders to learn from.

The accelerated coaching method, action learning projects and accountability partner system in the program ensures that new behaviors and habits of self-mastery and breakthrough success are strongly established.

“Nothing so conclusively proves a man’s ability to lead others, as what he does from day to day to lead himself.” -**Thomas J. Watson, Legendary Chairman of IBM**

“He who controls others may be powerful, but he who has mastered himself is mightier still.” -**Lao Tzu**

OBJECTIVES

Upon completing the program, participants will be able to understand and apply the following:

- Reframing Technique (E+R=O) empowers people to focus on solutions and take responsibility for attaining their desired outcome instead of being stuck with what they do not want.

- Overcoming Negative Forces Protocol shows people the key ways of removing the barriers for positive emotional engagement and motivation in the face of difficult challenges.
- EFT-Emotional Freedom & Anchoring Technique strengthens the heart and mind in the face of problems in work and life.
- Sedona Method that enable people to let go of things that have been holding them back from achieving great results.
- The Building Self-Esteem Protocol enables people to increase their level of confidence, motivation and strengthen relationships with others.
- The Core Genius and Talent Toolkit that enable people to accurately identify the greatest strength and passion of each team member and leverage on it for the best results.
- Habit and Believe Change Technique breaks old habits & builds new success habits.
- NLP-Neuro Linguistic Programming Technique enables stronger mind power.
- Power Goals Technique gives people clarity and focus to realize what is important to them.
- Visualization & Affirmation Technique empowers people to achieve their goals faster.
- Feedback Questions Technique enables people to gain new insights and solutions.
- The Law of Attraction Technique brings people greater success, happiness & abundance.
- Peak State & Multiple Anchoring process gives people maximum motivation, energy & power to soar to greater heights.
- The 10 Steps to Breakthrough Success provides a proven process for achieving outstanding results.
- Daily Disciplines practiced by top achievers globally helps create the desired habit for continuous growth.

PROGRAM OUTLINE

Taking 100% Responsibility, Building Self Esteem & The Law of Attraction

- Understanding the Secret Law of Attraction and how it works universally.
- Creating the habit of focusing, thinking, feeling and taking action on what you want and getting more of it.
- Living the Law of Attraction for peak performance and organizational success.
- Building and eliciting 100% responsibility from yourself and your team to determine the reaction and outcome you want.
- Identifying the building blocks of high self-esteem and maximum confidence.

Overcoming Roadblocks to Success

- Getting past your limiting beliefs and releasing guilt, anger and resentment.
- Cleaning up your messes and incompleteness for more focused thinking.
- Using positive “self-talk” and a positive attitude of gratitude to achieve more.
- Transforming your inner critic into your inner coach.
- Dealing with negative people and situations and surrounding yourself with positive and successful people.

Clarity of Purpose, Vision & Goals

- Staying motivated and keeping your team motivated for breakthrough results.
- Fueling your success with passion and inspiration for non-stop gains in every area.
- Identifying and using your giftedness and focusing on your strengths and core genius.
- Creating a compelling purpose and vision for yourself and your team to attract greater abundance.
- Setting powerful goals and objectives and unleashing the amazing power of visualization to successfully meet any goal faster and easier.

Affirmation, Action Planning & Taking Action

- Using Affirmations to “Release the Brakes” that are keeping you and your organization stuck and accelerate your results.
- Establishing an effective action planning and tracking system with clear strategies and tactics for high performance.
- Applying 4 new success habits that can change your life the fastest.
- Overcoming rejection and the fears that stop people from taking action.
- Taking action, asking and getting things done quickly to achieve great results.

Using Feedback, Learning, Perseverance & Appreciation to Your Advantage

- Practicing “The Rule of 5” and creating powerful achievements
- Adopting the single success discipline that can put you in the top 1% of your field
- Asking for and responding to feedback to keep learning and getting better
- Persevering in the face of any obstacles.
- Practicing uncommon appreciation and having an attitude of gratitude
- Reaping the rewards, acknowledging, affirming and celebrating each achievement in your success journey

The 10 Steps to Breakthrough Success

The proven 10-step to success process for achieving breakthrough success – with visual tools to move you and your team to peak performance and organizational success:

1. Take 100% responsibility for your life.
2. Build self-esteem and remove roadblocks.
3. Clarify and align your life purpose and vision.
4. Set SMARTTEST & most compelling breakthrough goals.
5. Visualize and affirm your desired outcomes. use the law of attraction.
6. Create an action plan for how you will achieve your goal.
7. Take massive action.
8. Ask for and respond to feedback.
9. Persevere and get stronger.
10. Reap the rewards, celebrate your successes, and have an “attitude of appreciation.”

Daily Disciplines of Top Achievers

1. Think, imagine, feel, act and focus on what I want positively (not what I don't want) & attract more of that in to my life.
2. Focus on my talent, strengths, passion & my life purpose to add value to others.
3. Plan & review my strategies, action steps & progress on realizing my most important goals.
4. Read my affirmations & view my vision board.
5. Visualize my goals as if they have already been completed & feel the feelings.
6. Complete five or more actions that are the most important for my key goals.
7. Use internal & external feedback for continuous improvement.
8. Ask for what I want without fear & ask others to support me in achieving my goals.
9. Surround myself with nurturing, positive & successful people.
10. Maintain good health with regular **Exercise**, the right **Diet**, lots of water, sufficient **Sleep**, **Medicinal herbs**, supplements & **Satisfying task**. (EDSMS)
11. Keep learning for 30 minutes or more from books, coaching, mentoring & courses.
12. Meditate, relax & pray for 30 minutes or more & be thankful.
13. Be lovingly generous & spend quality time with my loved ones.
14. Wake up and go to bed with gratitude & take 5 minutes to write it down.
15. Appreciate & acknowledge myself & at least 3 people at home & at work.
16. Review my successes & celebrate my accomplishments for the day.
17. Prioritize my action plan for the next day before I go home or go to bed & visualize the next day being successful. Eliminate time wasters & use the power of simplicity.
18. Be joyfully present and choose to be happy in each moment of my success journey.

Work Based Action Learning Project: Your Breakthrough Goal Project

Mega Gurus and Thought Leaders:

Dr. Jack Canfield, Dr. Peter Chee, Brian Tracy, Anthony Robbins, Stephen Covey, Tony Buzan, Tom Rath, Marcus Buckingham.

Phase 2: Leading People

THE DISCIPLINES OF LEADERSHIP EXCELLENCE

INTRODUCTION

John Maxwell asserts that leadership is influence - nothing more, nothing less. Effective leaders influence followers so that they collaborate with the leaders because they want to and not because they have to.

Influencing competencies are indispensable to delivering both personal and organizational results. In almost every interaction with other people, you will find the need to influence and persuade them to buy-in to your ideas, your products or services. Within modern day organizations, where structures are getting less hierarchical, working with peers and superiors towards common goals will require your skills to persuade, influence and inspire them to commit to the common goals.

This ability to positively influence is an essential quality of successful people. Leaders and managers with influencing competency will consistently deliver improved results through better working relationships and higher productivity.

At ITD World, we believe that leadership is a competency that can be learned and mastered. We also believe that leadership is influence and through the behaviors and habits developed in the program, you can increase your influence and leadership effectiveness.

This program enables the synergy of the world's leading gurus and experts on leadership and influence namely: Dr. John Maxwell, Dr. Peter Chee, Brian Tracy, Jim Kouzes & Barry Posner, Dr. Robert Cialdini and Kerry Patterson. It is designed as the best of the best leadership development experience.

OBJECTIVES

Upon completion of this program, participants will be able to:

- Learn how to recognize, raise, and remove the 'leadership lid' that is holding you back in your leadership potential
- Know the relationship between leadership, influence, persuasion and power
- Learn why and when you will need to influence
- Develop influence effectively through power relationship building
- Recognize the different strategies for influencing
- Use a range of influencing styles in appropriate circumstances
- Apply a roadmap in influencing and persuading people
- Use and apply the following:
 - a. Discipline of Collaboration: Leaders ensure that people work well together in synergistic teams and are aligned with the unity of vision, values and objectives. They create a positive and fun culture of cooperation among their

people. They hire and retain the best people, and they enable participative leadership, employee engagement and strategic partnerships.

- b. Discipline of Clarity: Leaders take the time to become absolutely clear about their values, vision, mission, purposes, goals, strategies, tactics, priorities, strengths and passion in every part of the business, and in personal life. They communicate clearly and effectively with people.
 - c. Discipline of Control: Leaders practice high levels of self-mastery and self-control in their actions and interactions with others, and both take charge and remain in charge of the situation. They are willing to make sacrifices for the good of their people.
 - d. Discipline of Character: Leaders practice honesty and integrity in everything they do, making promises carefully, but then keeping their promises. They passionately build trust among their people with a strong sense of ethical quality and humility.
 - e. Discipline of Competence: Leaders never stop upgrading their knowledge and skills by continuous reading, listening, watching and learning on every occasion. They work very hard to become extremely good at what they do and are dedicated to continually getting better. They cultivate the same philosophy of continuous learning and development with their people.
 - f. Discipline of Competitiveness: Leaders are highly competitive and are determined to succeed by marketing and selling better products and services, aggressively in any market. They are customer centric and have strong strategic acumen in creating competitive advantage to win over their competitors.
 - g. Discipline of Courage: Leaders demonstrate courage by moving out of their comfort zones, being willing to embrace adversity, make tough decisions and take risks with no guarantee of success.
 - h. Discipline of Caring about People: Leaders recognize that their people are their most important assets and that kindness, courtesy and consideration are essential to bringing out the very best in the people who work for them. They are servant leaders that touch the hearts of people with care and sincerity while adding value to them.
 - i. Discipline of Concentration: Leaders manage their time well, set clear priorities on the use of time and resources, and concentrate single-mindedly on one thing at a time. They use the power of focus to do the right thing at the right time and to leverage on their strengths to achieve sustainable success.
 - j. Discipline of Commitment: Leaders are fully committed to the achievement of goals, to winning and to the success of their businesses or departments. They have a strong sense of responsibility and determination to achieve results.
- Create a Leadership Action Plan to ensure habit and behavioral change.

PROGRAM OUTLINE

1. The Leadership and Influence Connection
2. Sources of Power & Influence
3. What's Your Persuasion IQ?
4. Thinking Win-win & Winning with People
5. Use of Influence in Different Context
6. The Framework for Influence and Persuasion
7. The Six Laws of Influence
8. The Most Important Laws of Leadership from John Maxwell
9. The 5 Levels of Leadership
10. Uncovering Your Level of Leadership
11. The 5 Practices of Leadership Challenge
 - Model The Way
 - Inspired the Shared Vision
 - Challenge The process
 - Enable others to Act
 - Encourage the Heart
12. The Disciplines of Leadership Excellence (The 12 C's) from Brian Tracy & Dr. Peter Chee: Collaboration, Clarity, Control, Character, Competence, Competitiveness, Creativity, Courage, Caring About People, Change Management, Concentration, Commitment
13. Seeing the Big Picture & How it All Comes Together - The 12 Disciplines of Leadership Excellence to the 21 Laws of Leadership and The Leadership Challenge
14. The Core Competencies of Global Leadership Excellence
15. Putting Together an Action Plan and Commitment for Application of Learning, Behavior and Habit Change

Work Based Action Learning: The Leadership Excellence Project

Mega Gurus and Thought Leaders:

Dr. John Maxwell, Dr. Peter Chee, Brian Tracy, Jim Kouzes & Barry Posner, Daniel Goleman, Dr. Robert Cialdini, Robert Greene, Kerry Patterson

Phase 3: Leading Growth

COACHING, MENTORING & GROWING TALENT

INTRODUCTION

Leaders are effective when they are able to coach, mentor and develop followers to produce sustainable results. When we develop others, we develop ourselves even more and as a result, we are able to multiply the value we add to our organization, our loved ones and the world. Coaching and mentoring is certainly a highly fulfilling and rewarding work that can last a lifetime.

This program brings together the best in the world learning solutions from ITD World in collaboration with three of its Top Mega Gurus in coaching, mentoring and talent development; namely, Dr. William J. Rothwell, Dr. Jack Canfield and Dr. Peter Chee.

A coach draws out the best solution from within the coachee rather than providing the solution. Coaching creates a great sense of ownership, accountability and commitment with the coachee that enables greater accomplishments.

A mentor acts as a role model and share a great wealth of experiences, connections and expertise to teach, advise, guide and inspire the mentee to achieve accelerated results and growth.

Professional coaches and mentors gain mastery of advanced coaching and mentoring techniques that can be used in synergy to coach and mentor followers, clients and loved ones to achieve breakthrough results. Enter the exciting and highly rewarding world of professional coaching and mentoring to experience a lifetime of great fulfillment.

OBJECTIVES

Successful completion of the course equips participants with the use of achiever's coaching and mentoring principles, paradigms and techniques that would help selected coaches and mentees achieve their breakthrough goals.

(A breakthrough goal is a highly challenging stretched goal that would result in a quantum leap related to a person's career and life achievements. The process of realizing a breakthrough goal ensures significant growth and development of a person.)

- Understand the most important role of leaders and what they do daily to grow talent.
- Assimilate the crucial conversations between leaders and followers in the workplace.
- Understand the type of crucial conversation most frequently used by high performing leaders.
- Distinguish between coaching & mentoring – the definition & differences.
- Appreciate the value of a mentor coach that has the ability to mentor, coach and mentor other coaches

- Know when and how to synergize appropriate coaching and mentoring techniques under different circumstances for optimum results.
- Apply the seven power mentoring techniques.
- Understand the main teachable point of view from Coveys 8th habit - From Effectiveness to Greatness.
- Assimilate and internalize The Coaching Principles (TCP) that is critical for professional mastery in coaching and how they are also useful in a mentoring relationship.
- Use the Situational Coaching Model (SCM) to tap into the genius of a great coach.
- Understand when and how to use Advanced Coaching Techniques (ACT) and apply them in a coaching or mentoring relationship:
- Appreciate the Habit Change Model and know how to use it effectively in advanced level coaching.
- As a coach and mentor, engage in real live mentoring and coaching action to demonstrate mastery and receive feedback on value delivered, strengths and areas for improvement.
- As a coachee and mentee, provide valuable feedback to your coach and mentor and gain valuable experience of being coached and mentored to fully appreciate what it is like.
- As an observer of live coaching and mentoring in action, accurately distinguish areas for improvement from best practices of a true professional.
- Put into action the accelerated coaching method to produce quick wins.
- Apply best practice for creating a coaching and mentoring culture of leadership excellence.
- Understand Team-Group Coaching configurations and practices.

PROGRAM OUTLINE

1. The most important role of leaders and what they do daily to grow talent
2. Crucial conversations between leaders and followers in the workplace
3. The type of crucial conversations most frequently used by high performing leaders
4. Coaching & mentoring – The definition, differences and real live demonstration
5. The seven power mentoring techniques
6. Brief on Action Mentoring & Action Coaching
7. Forming mentoring and coaching partnerships
8. The main teachable point of view with Covey's 8th Habit - From Effectiveness to Greatness
9. Applying The Coaching Principles (TCP):
 - _ Believe in Human Potential for Greatness
 - _ Fulfillment Flows from Adding Value to Others
 - _ Bring Out the Best in People and Let Them Lead
 - _ Use Influence Rather than Position
 - _ Thrive on Challenges and Flexibility
 - _ When We Grow Others, We Grow Ourselves

- _ A Coach Still Needs a Coach
 - _ Maintain Authentic Rapport and Humor
 - _ Touch a Heart with Care and Sincerity
 - _ Practice Integrity and Build Trust
 - _ Curiosity Ignites the Spirit
 - _ Ask Questions that Empower and Create Buy-In
 - _ Avoid Judgmental and Advice-Oriented Questions
 - _ Powerful Questions Release Solutions
 - _ Asking Great Questions Requires Practice
 - _ Listen Rather than Tell
 - _ Be Present and Turn Off Your Inner Dialog
 - _ Avoid Jumping to Premature Conclusions
 - _ Be Impartial and Non Judgmental
 - _ Listen Deeply, Use Observation and Intuition
 - _ Embrace Feedback to Triumph
 - _ Awareness and Acceptance Cultivates Transformation
 - _ Get Consent Before Giving Suggestions
 - _ Use the Power of Simplicity
 - _ Establish Goal Ownership & Commitment
 - _ Create Strategies and Action Plans for Goals
 - _ Keep Score of Goals and Action Steps
 - _ Support Goals Completion Continuously
 - _ Accountability Drives Accomplishments
 - _ Acknowledge Efforts and Progress
10. Action Mentoring Practice and Sharing (Play the role of mentor and mentee to experience both worlds)
11. Applying The Situational Coaching Model (SCM) :
- _ Goals Paradigm
 - _ Exploration Paradigm
 - _ Analysis Paradigm
 - _ Releasing Paradigm
 - _ Decision Paradigm
 - _ Action Paradigm
 - _ Applying the Situational Coaching Model
12. Applying the Achiever's Coaching Techniques (ACT):
- _ Taking Full Responsibility for Results
 - _ Building Self-Esteem and Removing Roadblocks
 - _ Clarifying Your Life Purpose and Your Vision
 - _ Setting Effective Goals
 - _ Visualizing and Affirming Desired Outcomes
 - _ Planning for Action and Taking Massive Action

- _ Using Feedback, Learning and Perseverance to Your Advantage
 - _ Using the Law of Attraction and Celebrating Your Success
13. The Habit Change Model and how to use it effectively in advanced level coaching
 14. Action Coaching Practice and Sharing (Play the role of coach and coachee to experience both worlds)
 15. Accelerated coaching methods for quick wins and Team-Group Coaching practices.
 16. Best practice for creating a coaching and mentoring culture of leadership excellence.

Work Based Action Learning: The Coaching & Mentoring Project

Mega Guru Collaborators and Thought Leaders:

Dr. Jack Canfield, Dr. Peter Chee, Dr. William Rothwell, Brian Tracy, Anthony Robbins,
Marcus Buckingham

Phase 4: Leading Strategy

STRATEGIC THINKING AND ANALYSIS

INTRODUCTION

The main responsibility of a leader is to achieve a balance of satisfaction between stakeholders within the limited resources available. Towards this end, leadership is always seeking the 'success formula' that ensures that the organization not only survives the turbulent marketplace but thrives in the competitive environment.

In this context, firms are formulating strategies to find one that offers itself competitive advantage versus the competition. The application of effective strategic management process is necessary as the marketplace is ever changing. No business grows forever, but there are always growth businesses. As such, the firm that is able to analyze and identify the factors that affect its success, and leverage on the performance of those variables, will be in a position to take advantage of its own distinctive competencies and resources to deliver value to its chosen customer segments.

This program is a continuation of the leadership journey that focuses on using the tools of strategic analysis of a firm's internal and external environment and deriving sound strategic options. It is the intention that through strategic thinking and analysis, participants are able to engage in strategic conversations as well as design and evaluate better futures for their firms. Ultimately, this course seeks to contribute to the most fundamental question addressed by strategic management: why some firms fail while others succeed and continue to grow.

OBJECTIVES

Upon completing the program, participants will be able to:

- Understand and use the strategic management process
- Appreciate the importance of strategy and strategic thinking
- Apply McKinsey 7-S model, Porter's 5 forces & Ansoff Matrix for analysis
- Learn to determine industry and own firm's success factors
- Examine own firm through internal analysis
- Conduct external environmental scanning covering political, economic, social and technological factors
- Carry out a SWOT analysis
- Conduct strategic analysis of your firm
- Find unexploited industry opportunities using Blue Ocean Strategy
- Identify strategic options from your analysis
- Derive intended strategy from strategic analysis
- Engage in crucial strategic conversations

PROGRAM OUTLINE

1. Introduction
 - a. Program Objectives
 - b. Participants Learning Outcomes
2. What is Strategy?
 - a. Why do Strategic Management?
 - b. Porter's Generic Strategies
 - c. Crafting Strategy
 - d. Content and Process
3. Vision, Mission and Values
 - a. Setting Criteria
 - b. Elements in Vision and Mission
 - c. Action Learning
4. External Analysis
 - a. Porter's 5 Forces
 - b. Action Learning
5. Internal Analysis
 - a. McKinsey 7-S
 - b. Action Learning
6. Ansoff Matrix (Strategic Approach to Marketing)
7. SWOT Analysis – Putting Together Internal and External Analysis
 - a. Strategic Statement
 - b. Action Learning
8. Strategic Options from SWOT
9. Blue Ocean Strategy Canvas: Identifying Unexploited Industry Opportunities:
10. Business Opportunity Case for each group to work on during the program
11. Action Learning Project preparation – Selection and review of team and individual (as appropriate)
12. Conclusion
 - a. Review of Course Content and Learning
 - b. Questions and Answers
 - c. Workshop Evaluation

Work Based Action Learning Project: The Strategy Formulation Project

Mega Gurus and Thought Leaders:

Michael Porter, Hamel and Prahalad, McKinsey, Boston Consulting Group, Henry Mintzberg, Harvard and Stanford Research Institute, W. Chan Kim, Igor Ansoff.

Phase 5: Leading Execution & Change

EXECUTING STRATEGY AND CHANGE MANAGEMENT

INTRODUCTION

“Corporate Strategies are intellectually simple, their execution are not. The question is, ‘Can you execute?’ That’s what differentiates one company from another”- **Larry Bossidy, former CEO Honeywell and Allied Signal, Author of Execution - The Discipline of Getting Things Done**

The quote sums up the challenge of every corporate leader. It has been stated by professors in Harvard and Stanford that even well-formulated strategies fail 90% of the time during the execution phase. Strategy execution face challenges ranging from lack of commitment from the management team to cross-departmental conflicts, and poor coordination and communication. Other factors such as resources constraint, and unclear roles and responsibilities can affect execution effectiveness.

Most companies use a traditional implementation framework which includes three phases of Planning, Implementing and Monitoring (and Rewarding). However, for better execution success, it is better to incorporate best practices to strengthen the implementation framework. One other aspect to incorporate in the implementation framework is the inclusion of Change Management practices. Most strategic initiatives have firm-wide impact so effective firms must be able to adapt and change to match the changing strategies and the environment.

This program is intended to continue management staff on the strategic leadership journey by focusing on the execution of strategy and the management of change. It is expected that the participants will be more successful implementers of strategic initiatives and bring impact to organizational objectives as a result.

OBJECTIVES

Upon completing the program, participants will be able to:

- Understand the strategic management process from formulation to execution
- Examine the traditional execution framework incorporating planning, implementing, and monitoring and modifying.
- Discuss execution best practices
- Apply effective alignment & performance management techniques & processes
- Appreciate the inertia of and resistance to change
- Study change management frameworks
- Appreciate different forms of intervention within organization that may help change
- Facilitate change process within the organization
- Engage in strategic change conversations

PROGRAM OUTLINE

1. Introduction
 - a. Workshop Objectives
 - b. Participants Learning Outcomes
2. Strategies Levels
 - a. Corporate
 - b. Business
 - c. Functional
 - d. Action Learning
3. Execution Using Traditional Framework
 - a. Planning Phase
 - b. Implementation Phase
 - c. Monitoring, Modifying & Rewarding Phase
 - d. Action Learning
4. Incorporating Best Practices
 - a. Case Study & Group Discussion
5. Strategic Alignment through Performance Management
 - a. Financial Objectives
 - b. Operational Objectives
 - c. Other KRAs/KPIs
 - d. Action Learning
6. Management of Change
 - a. Organization Culture
 - b. Change Models
 - c. Barriers to Change
 - d. Change Cycle
 - e. Effecting Change
 - f. Action Learning
7. Awards-Based Management Models (Malcolm Baldrige / EFQM) for Organizational Excellence
8. Project Discussion & Preparation
9. Business Opportunity Case to work on during learning session
10. Action Learning Project – Selection & Review of team and individual (as appropriate) projects
11. Conclusion
 - a. Review of Course Content and Learning
 - b. Questions and Answers
 - c. Workshop Evaluation

Work Bases Action Learning Project: The Strategy Execution & Change Project

Mega Gurus and Thought Leaders:

Ram Chandran, Larry Bossidy, John Kotter, Kaplan and Norton, Harvard and Stanford Research Institute, W. Edwards Deming,

Phase 6 : Leading Innovation

CREATIVITY AND INNOVATION FOR CONTINUOUS GROWTH

INTRODUCTION

“Creativity is marked by the ability or power to create – to bring into existence, to invest with a new form, to produce through imaginative skill, to make or bring into existence something new.” - Webster

"All innovation begins with creative ideas. We define innovation as the successful implementation of creative ideas within an organization. In this view, creativity by individuals and teams is a starting point for innovation; the first is necessary but not sufficient condition for the second" – Amabile et. al

For innovation to occur, something more than the generation of a creative idea or insight is required: the insight must be put into action to make a genuine difference, resulting in new or altered business processes within the organization, or changes in the products and services provided.

Until recently, innovation was considered the responsibility of the research and development department, the province of marketing or new product development. This is no longer the case. To thrive under relentless, disruptive change, economic upheaval and ever increasing competition, firms must create a culture of creativity and innovation. Innovation has become top priority for organizations and individuals that want to remain competitive and achieve sustainable success and growth, yet most are unable to crack the innovation code that unlocks the results desired.

“Creativity and Innovation for Sustainable Growth” aims to teach the participants *how to think* and *how to learn* to be more creative and innovative. Participants will learn about the latest strategies and in-depth research of the world’s most creative and innovative companies to benchmark and analyze their best practices. Through the use of various creative thinking and innovation tools, workshop participants will discover how to unleash fluency, flexibility and originality of thought that enables infinite creativity and innovation in their work and life.

OBJECTIVES

Upon completing the program, participants will be able to:

- Gain creative freedom, use the power of imagination, and come up with innovative ideas and inventive solutions faster
- Learn and practice various creativity tools and techniques, including *Mind Mapping™*, SCAMMPERR, brainwriting etc.
- Discover how to think ahead of the curve, “mine” the future, and seize new opportunities for the business and emerging markets for products and services

- Understand and apply the Innovation Process as a big picture map that guides a systematic and strategic approach to the practice of innovation
- Master innovative problem solving techniques as well as the latest methods and tools used to improve efficiency, reduce costs, and open new competitive space
- Direct their new creative powers to the development of new programs, services, work processes, systems and business models
- Learn to “build the buy-in” for innovative ideas, and to collaborate with other stakeholders successfully
- Develop a plan to continuously apply creative and innovative thinking in their personal and work life

PROGRAM OUTLINE

1. Discovering Creativity
 - a. Card Story Board
 - b. Creativity Quotient
 - c. Myths about Creativity
 - d. Principles of Creativity
2. Unleashing the Creative Genius
 - a. Creativity Workout
 - b. How to Think Like Leonardo da Vinci
 - c. Date with the Artist in You
 - d. Creativity Techniques A to Z
3. Creating Mindmaps
 - a. Critical vs. Creative Thinking
 - b. Bloom Centered and Flow ‘Serial’ Association
 - c. Laws of Mindmapping
 - d. Benefits of Using Mindmaps
4. Understanding Innovation
 - a. Brainwriting 6-3-5
 - b. Creativity vs. Innovation
 - c. Best Practices of Innovation Vanguard Companies
 - d. Product, Process and Strategy Innovation
 - e. Innovation Opportunity Map
 - f. Innovation Secrets of Steve Jobs
5. Driving Innovation
 - a. Should Be (Vision) vs. As Is (Current Situation)
 - b. Opportunity Finding (Gap Analysis)
 - i. Problem Statement
 - ii. Root Cause Analysis
 - c. Idea Generation (Green Light Thinking)
 - i. Brainstorming

- ii. Idea Fluency
 - iii. SCAMMPERR Technique
 - d. Idea Selection (Red Light Thinking)
 - i. Anonymous Voting
 - ii. Consensus Mapping
 - iii. Sticking Dots
 - e. Implementation and Evaluation
 - i. Project Management
 - ii. Potential Problem Analysis
 - iii. Ensuring Buy-In
- 6. Facilitating Creativity and Innovation
 - a. De Bono's Six Thinking Hats (Lateral Thinking)
 - b. Testing Your Innovation Skills (I-Skills)
 - c. Organizational Characteristics Supporting Creativity and Innovation
 - d. Building a Creative and Innovative Climate
- 7. Putting It All Together

Work Based Action Learning: The Innovation Project

ITD Mega Guru Collaborators and Thought Leaders:

Tony Buzan, Robert Tucker, Edward de Bono, Tom Kelley, Peter Drucker, Steve Jobs, Clayton Christensen, Guy Kawasaki, Michael Gelb, Gary Hamel, Scott Anthony, Michael Michalko