

Introduction:

This course is designed for IT leaders and professionals, providing them with transformational tools and techniques to maximize both their own and their team's creative potential. The focus is on self-discovery, starting with internal development before applying these skills to the business environment. Participants will learn to leverage strategic skills and embed creative strategy development into their practices, enhancing their effectiveness as IT leaders.

Target Audience:

- IT team leaders
- IT managers
- IT professionals from both technical and management backgrounds
- IT operations staff
- Network/system staff and IT project staff
- Technical professionals

Course Objectives:

By the end of this course, participants will be able to:

- Establish their personal leadership brand.
- Demonstrate innovative methods to harness creative potential in others.
- Communicate a vision using multiple sensory representations.
- Articulate their vision in fresh and engaging ways.
- Identify key components of a strategically aligned IT department.
- Apply value and performance measurement techniques.
- Develop effective recruitment and retention policies.
- Evaluate technology solutions, vendor selection, and outsourcing decisions.

Targeted Competencies:

- Creating and communicating an inspiring leadership vision.
- Defining IT strategy and leading an agile IT organization.
- Making sound strategic and technical decisions and utilizing IT resources effectively.
- Emphasizing the strategic importance of IT in achieving business goals.
- Identifying new thinking opportunities to challenge conventional practices.
- Enhancing negotiation skills and overcoming organizational obstacles.

Course Content:

Unit 1: Creative Problem-Solving

- Leadership reality assessment.
- Leadership vs. management distinctions.
- Understanding brain function and its role in creativity.
- Myths surrounding creativity.
- The limitations of rational thinking.
- Divergent approaches to problem-solving.
- Moving beyond logic: exploring analogous thinking.
- Convergent and divergent thinking modes.

Unit 2: Overcoming Personal Blockers to Creativity

- Understanding the Sigmoid curve and lifecycle model.
- Emphasizing continuous improvement and breakthrough change.
- Self-awareness and understanding ego's impact.

- Aligning personal goals with creativity.
- Exploring attitudes toward risk and innovation.
- Balancing left- and right-brain thinking.

Unit 3: Developing the Vision Creatively

- Applying the Six Thinking Hats method.
- Using different thinking styles for vision creation.
- Implementing “JoHari’s Window” for self-awareness.
- The business planning process for vision creation.
- Harnessing team power for vision development.
- Understanding organizational culture’s impact on innovation.
- Working with different creative preferences.

Unit 4: Communicating the Vision Creatively

- The 7-Step Creative Process for clear communication.
- Models of communication and viral visioning.
- Building authenticity and trust.
- Creativity tools, techniques, and strategies for leadership.
- Leading without dictating the vision.
- Exploring leadership beliefs.

Unit 5: From Ideas to Action: Creativity and Change

- Motivation theories and overcoming barriers to creativity.
- Exploring the hierarchy of needs and its influence on creativity.

- Understanding the role of money as a motivator.
- Using personality profiling for better team engagement.
- Building a creative consensus and engaging stakeholders.
- Influencing and motivating stakeholders during change processes.

Unit 6: Leading and Managing the IT Department

- Understanding IT management challenges.
- Communicating the value of IT services to upper management and stakeholders.
- Key responsibilities of an IT team leader.

Unit 7: Managing Technology

- Developing strategies for managing existing technologies.
- Deciding when to adopt new technologies.
- Effectively managing IT assets.

Unit 8: Using Influence

- Understanding types of influential power and influence strategies.
- Selecting the most effective influence strategies.
- Negotiation tactics and using influence to thrive as an IT manager.

Unit 9: Strategic Decision-Making

- Applying strategic decision-making processes.
- Identifying and evaluating strategic decisions and initiatives.
- Using strategic decision-making for vendor selection and outsourcing.

Unit 10: Developing the IT Strategic Plan and Budget

- Using the mission to guide IT strategy.
- Defining customer profiles and understanding the partnership model.
- Creating a strategic plan and addressing budgeting issues.

Unit 11: Managing IT Quality

- The importance of managing by process and defining quality.
- Applying maturity models and process management techniques.
- Implementing international standards for IT quality.

Unit 12: Building the IT Management Team

- Evaluating IT performance and establishing metrics.
- Understanding delegation and motivation within teams.
- Team building and managing stakeholders effectively.

Unit 13: IT Project Management

- Understanding the role of project management in IT leadership.
- Defining project management skills and principles.

Unit 14: IT Performance Metrics

- Developing a measurement strategy and creating a best practices organization.
- Deploying and managing metrics.
- Integrating metrics into the strategic plan for better results.

Unit 15: Common Pitfalls and Lessons Learned

- Balancing technical and corporate requirements.
- Balancing tactical and strategic decisions.

- Evaluating new and existing technologies.
- Managing different management styles and cultures effectively.

This course provides IT professionals with the strategic leadership tools they need to lead creatively, make sound decisions, and manage IT departments effectively, ensuring both innovation and alignment with business goals.

