

Creative Thinking for Continuous Improvement

Course objectives:

At the end of the training program, participants will be able to:

- To be more adept at strategic thinking on various fronts (organizational, cultural, global competitive, etc.).
- Increase the ability to discover strategic opportunities in the transitional market.
- Elevate thinking from short-term profit to long-term value.
- Understand how to exercise discipline and make time for strategic thinking (despite daily crises).
- Understand how to sort out the accumulated ambiguous information so you can focus on the more strategically important matters.
- Understand how to use thinking tools in different situations and with different content.
- Learn about strategic thinking and dynamic thinking
- Defining the stages and activities of the strategy management process.
- Know the relationship between the levels and stages of the strategy.
- Highlighting the requirements for implementing the strategic planning system.
- Understand how to provide the information required for strategic planning.
- Understand how to achieve continuity of strategic thinking.
- Determine the steps of strategic thinking.
- Understand how to analyze and evaluate the external and internal environment.
- Determine the strategic position and strategic alternatives.
- Choosing a strategy and supporting systems to implement it.
- Determine the suitability of administrative organization, human resources and information systems to implement the strategy

Course Outline:

General framework of strategic thinking:

- Strategy management concept and importance.
- Stages and activities of the strategy management process.
- The relationship between strategy levels and stages.

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Strategy management model.

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- Requirements for implementing the strategic planning system.
- Preparing the organization to carry out the strategic planning process.
- Providing the information required for strategic planning.
- Continuity of strategic thinking.
- Introducing the approach to preparing the strategic plan.
- practical application

Steps of strategic thinking and planning:

- Environmental scanning.
- Internal audit of the organization.
- Defining the situation and formulating goals.
- Determine the resources required for implementation and evaluation.
- Oversight of the plan

Analysis and evaluation of the external and internal environment:

- Collecting information about the environment internally and externally.
- Identify strengths and weaknesses.
- Balance analysis.
- Practical cases and applications.

Determine the strategic position and strategic alternatives:

- Steps to determine the strategic position (practical application).
- Strategic alternatives How to verify the validity of a strategic alternative (practical case).
- Choosing a strategy and supporting systems to implement it.
- Criteria for the final selection of strategies.
- Factors affecting the determination of the form of the strategy.
- The suitability of administrative organization, human resources and information systems to implement the strategy.
- Practical cases and applications.
- Strategic Thinking and Planning Laboratory

Strategic thinking is the most important real model for achieving excellence and creativity:

- Requirements for achieving continuity of strategic thinking.
- Some terms used in strategic thinking.
- The general framework for the planning and strategic thinking process.
- Strategic direction matrices.
- Practical cases and applications.
- Strategic and creative development laboratory.

The concept of building leadership thought and the habits of an effective leader:

- The concept of creativity, mind mapping, and the stages of the creativity process.
- Creative thinking and its impact on the administrative planning process.
- Understanding individual and group personality and innovative mindset.
- The Seven Practices of an Effective Leader.
- Stages, components, determinants, elements of creative thinking, and methods for measuring it

Obstacles and obstacles to creativity:

- How to acquire creative skills to achieve administrative excellence at work.
- Creativity and solving administrative work problems using brainstorming.
- A presentation of some creative experiences and lessons learned from them.
- The inevitability of excellence and the characteristics of the contemporary administrative environment.
- Axes of excellence and competitive position of the organization.
- Weapons of excellence.

How can a spirit of excellence be created among employees?

- The relationship between administrative excellence and creativity skills.
- Innovative creative methods and how to apply them at work.
- Identify and identify methods for overcoming the obstacles that stand in the way of applying new methods
- Dealing with it to achieve outstanding administrative performance.
- Local governmental experiences in the field of creativity and

administrative excellence.

- Creating a distinguished work environment that encourages creative and innovative thinking

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