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COURSE BROCHURE

Advanced Creativity and Innovation Training Course for Team Leaders

1 – 12 November 2027
Casablanca

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Registered in the United Kingdom and Saudi Arabia

Advanced Creativity and Innovation Training Course for Team Leaders

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Advanced Creativity and Innovation for Team Leaders is a 2-week training course for innovation leads, product managers and team leaders who steer how a group generates, sifts and tests new concepts, and who leave with a team concept testing dossier. Customer expectations and rival offers now shift within months, so teams that reframe problems and prototype quickly hold an edge. Jupiter Prime Training runs this course in creativity and innovation for team leaders.

Why Creativity and Innovation for Team Leaders Matters Now

Three forces push creative work onto the team leader's desk. Generative software has made first ideas cheap, so the scarce skill is framing the right question and judging which concepts deserve a prototype. Customers compare offers instantly and expect frequent improvement. Cross-functional squads now own outcomes rather than tasks, which turns ideation into a routine leadership duty. A team that frames problems sharply wastes fewer sprints on attractive but irrelevant concepts; a team that does not ends up polishing features nobody asked for. The course rests on established creative problem-solving and experimentation practice described in general terms.

Who Gains Most from Creativity and Innovation for Team Leaders

- Leads who set the problem statements their squads work on each quarter
- Product owners who decide which concepts move into prototyping
- Heads of units who balance improvement work against new-offer exploration
- Service design owners who translate customer insight into testable concepts
- Facilitators who run ideation sessions for mixed groups of specialists

A product or service unit gains most when its lead, its product owner and a facilitator attend together and share one concept board.

Creativity and Innovation for Team Leaders Capabilities

Participants learn to move a squad from a vague opportunity to a concept with evidence behind it.

- Reframe an ambiguous opportunity into sharp problem statements — for sponsors choosing where to invest effort
- Design ideation sessions that alternate divergent and convergent thinking — for mixed specialist groups
- Weigh concepts against desirability, feasibility and viability criteria — for product owners
- Build low-fidelity prototypes and test cards for early concepts — for customers and users
- Balance a concept portfolio across horizons of risk and return — for unit heads
- Communicate concept evidence in a concise pitch — for funding and steering panels

Key Creativity and Innovation for Team Leaders Terms

- Problem reframing — Restating a challenge from several angles so the team solves the underlying need rather than the first symptom.
- Divergent thinking — A phase that seeks many varied options while postponing judgement on any single one.
- Convergent thinking — A phase that clusters, compares and selects options against agreed criteria.
- Concept screening — Structured scoring of ideas to decide which ones deserve prototyping time.
- Riskiest assumption — The belief about a concept that, if false, would make the whole concept fail.
- Innovation horizons — A way of grouping initiatives by distance from today's core offer and the uncertainty they carry.

Creativity and Innovation for Team Leaders Day by Day

Day 1: Forces Reshaping Creative Work in Teams

- Market Shift Scan — Spotting Where Customer Expectations Are Moving
- Generative Tools Landscape — Deciding Where Software Assists Idea Generation
- Creative Capacity Audit — Locating Strengths and Gaps in the Squad
- Opportunity Space Map — Choosing Arenas Worth Exploring This Year
- Sponsor Expectations Interview — Clarifying What Leadership Means by New

Day 2: Framing the Right Problem

- How-Might-We Statements — Turning Complaints Into Workable Challenges
- Root-Need Questioning Ladder — Separating Root Needs From Visible Symptoms
- Problem Abstraction Ladder — Widening or Narrowing the Challenge Scope
- Constraint Inventory — Distinguishing Real Limits From Inherited Habits
- Challenge Brief Template — Agreeing Scope Before Any Ideation Starts

Day 3: Insight Gathering From Customers and Users

- Contextual Observation Guide — Seeing Workarounds Customers Never Mention
- Customer Progress Interviews — Uncovering the Progress Customers Seek
- Empathy Map Canvas — Capturing What Users Say, Think and Feel
- Journey Pain-Point Mapping — Ranking Moments That Frustrate Users Most
- Insight Statement Synthesis — Converting Field Notes Into Design Prompts

Day 4: Divergent Ideation Techniques

- Brainwriting Rounds — Gathering Ideas Before Loud Voices Dominate
- Attribute Substitution Prompts — Generating Variants of an Existing Offer
- Analogy Transfer From Other Industries — Borrowing Solutions That Already Work
- Reverse Brainstorming — Finding Fixes by Imagining How to Fail
- Software-Assisted Idea Expansion — Using Prompts to Widen the Option Pool

Day 5: Convergent Selection and Concept Shaping

- Affinity Clustering — Grouping Raw Ideas Into Coherent Themes
- Dot Voting With Criteria — Reducing Bias in Early Selection
- Desirability, Feasibility, Viability Grid — Screening Concepts Before Investment
- Concept Poster — Describing Value, User and Mechanism on One Page
- Assumption Mapping — Ranking Beliefs by Importance and Evidence

Day 6: Prototyping Concepts Quickly

- Paper and Clickable Mock-Ups — Making Digital Concepts Tangible Fast
- Service Role-Play Prototype — Testing Interactions Before Building Systems
- Manual Back-End Simulation — Faking Automation to Learn Demand
- Storyboard Sequences — Showing the Experience From the User's View
- Prototype Fidelity Choice — Matching Effort to the Question Being Asked

Day 7: Testing and Learning From Evidence

- Test Card Design — Defining Hypothesis, Measure and Success Threshold
- Usability Test Script — Observing Users Without Leading Them
- Smoke Test Landing Page — Measuring Interest Before Building Anything
- Split Comparison Setup — Choosing Between Two Concept Variants
- Learning Card Debrief — Deciding to Persevere, Pivot or Park

Day 8: Concept Portfolios and Horizons

- Horizon Portfolio View — Balancing Core, Adjacent and New Bets
- Concept Risk-Return Bubble Chart — Comparing Uncertainty Against Potential Value
- Capacity Allocation Ratio — Splitting Squad Time Across Horizons
- Concept Review Cadence — Setting When Portfolios Are Rebalanced
- Innovation Accounting Measures — Tracking Learning Before Revenue Exists

Day 9: Leading an Inventive Team

- Creative Roles Mix — Pairing Explorers, Builders and Challengers
- Session Facilitation Moves — Keeping Energy and Equal Airtime in Rooms
- Remote Ideation Boards — Running Distributed Sessions Across Time Zones
- Concept Pitch Structure — Persuading Panels With Evidence Rather Than Enthusiasm
- Team Creativity Rituals — Building Weekly Habits for Fresh Thinking

Day 10: Practising the Team Concept Testing Dossier

- Reframing Drill — Rewriting a Banking Service Challenge From Three Angles
- Ideation Sprint — Generating Concepts for a Logistics Delivery Problem
- Screening and Prototype Round — Selecting and Mocking Up the Strongest Concept
- Portfolio Placement — Positioning the Concept Among Existing Squad Bets
- Team Concept Testing Dossier — Brief, Concepts, Tests and Next Decisions

Applying Creativity and Innovation for Team Leaders After the Course

- Rewrite one live squad challenge as three how-might-we statements and run a brainwriting round on the strongest.
- Take the top concept through a test card and a paper prototype with five users, then hold a learning card debrief.

Creativity and Innovation for Team Leaders Questions FAQ

What is creativity and innovation for team leaders and why does it matter now?

Creativity and innovation for team leaders is the practice of framing problems, generating concepts and testing them with a squad. It matters now because ideas are cheap and judging which ones to prototype decides results.

Which roles gain most from creativity and innovation for team leaders?

Innovation leads, product owners and squad leaders gain most from creativity and innovation for team leaders. They decide which problems their teams tackle and which concepts earn prototyping time.

How does creativity and innovation for team leaders differ from a course on innovation culture?

Creativity and innovation for team leaders teaches the hands-on cycle of reframing, ideation, prototyping and testing. A course on innovation culture concentrates on organisational climate and reward signals rather than the methods a squad uses each week.

What do you bring back from creativity and innovation for team leaders?

You bring back a tested routine for moving from challenge to evidence, with problem statements, screened concepts, prototypes and test cards your squad can reuse on the next opportunity.

Creativity and Innovation for Team Leaders: The Way Forward

The team concept testing dossier gives a squad its first decision: which concept earns the next round of prototyping and which assumptions to test first. Leads and product owners use it with sponsors to agree scope and capacity. After the first test cycle, revisit how the problem was framed, since a sharper statement often changes which concepts deserve attention.