



# Creative Leadership

A FourSight® Training Program



مؤسسة الكويت للتقدم العلمي  
Kuwait Foundation for the Advancement of Sciences



# Course Overview

The greatest influence on an organization's climate for innovation is the behavior of its leaders. This course focuses 3 days on the requisite skills, behaviors and attitudes that enhance personal leadership and fosters cultures where ideas and people flourish. Participants learn what cues and signals they are projecting and how to increase their personal ability to motivate, influence and engage others. The workshop examines leaders' attitudes about risk, experimentation, cooperation and follow through critical to spurring innovation, greater teamwork and results. Participants gain valuable practice, coaching and feedback and emerge as cultivators of creative behaviors in themselves and others.



Clarifier



Ideator



Developer



Implementer

# Program Objectives

- Acquire a creative process and a creative toolset for leadership
- Gain insight into your leadership style and how it is perceived and interpreted by others
- Cultivate skills for risk taking and openness to novelty
- Become knowledgeable in the dimensions that foster creativity in others

# Course Content Outline

- Internalizing creativity as a leader
- Defining behaviors that enhance or stifle innovation and creativity in others
- Modeling behaviors to foster a climate of creativity, innovation and collaboration
- Establishing and maintaining a shared vision
- Building resilient relationships through trust and credibility
- Cultivation of mature risk taking
- Understand the key stimulants and obstacles to a creative climate
- Learn which drivers to press in order to move the creative climate forward
- Identify which dimension as a creative leader would be useful to focus on moving forward

# Key Benefits

- Understand the profound impact leaders have in setting the climate and culture for innovation in organizations
- Gain clarity on your key values around creative leadership
- Learn what drivers to leverage in order move the creative climate forward
- Experience a shared language and process for getting more creative results
- Establish a vision for yourself as a creative leader
- Learn how to set a positive work environment
- Understand and apply the 5 practices of leadership that impact others

# Participant Selection Criteria

Ideal candidates will have a minimum of a Bachelors degree. They will be proficient in English, at least college level spoken and written proficiency. They will have at least 5 years of work experience.





# Logistics



## **Date / Time of Course**

December 4-6, 8:30 am - 2:30 am

With morning, midday and afternoon breaks.  
Lunch will follow.

## **Location**

Millennium Hotel and Convention Center, Kuwait

## **Registration**

Online through <http://oe.kfas.org.kw>

## **Contact Information**

**Email:** [training@kfas.org.kw](mailto:training@kfas.org.kw)

**Direct:** 22278100 Ext. 1853/1888



# Global Reach

## North America

Starbucks (Seattle, US)  
Intel (Santa Clara, US)  
Mars (McClellan, VA)  
Kraft (Northfield, IL)  
Coca-Cola (Atlanta, GA)  
Pfizer (New York, NY)

## Europe

Chanel (Paris, France)  
BBC (London, England)  
BNP Paribas (Paris, France)  
Ministry Education (Denmark)  
Thales Alenia Space (Italy)  
Orange (Paris, France)

## Asia

Intel (Bangalore, India)  
Invesco (Hyderabad, India)  
Samsung (Seoul, South Korea)  
IFF (Singapore; Mumbai, India)

## Australia

Mars (Sydney, Australia)

## Middle East

KFAS (Kuwait City, Kuwait)

# FourSight Clients Include

American Express • BNP Paribas • Bristol-Myers Squibb • CHANEL • Coca Cola • Deloitte • Disney  
ExxonMobile • Harvard • IBM • Kraft • Kuwait  
Foundation for the Advancement of the Sciences  
National Bank of Kuwait • Prudential Stanford  
Starbucks • US Bank • Xerox



**CHANEL**

**FIAT**



"FourSight helped us collectively apply our very diverse creative styles to accomplish our goals more effectively than we ever could have done individually. We were able to harness the creative power of our organization."

**President, West Valley Nuclear Services Company**

"I can see myself using these tools in the future for all kinds of issues because they are simple, but very powerful. Nothing I have ever used in business school or in a Fortune 500 company has approached the usefulness of this."

**Manager, Xerox Corporation**

"The net payoff of using FourSight and the accompanying tools is increased capacity for individuals and teams tasked with solving complex organizational challenges."

**Manager, Center for Creative Leadership**