

COURSE OVERVIEW SS0350-3D
Creative Thinking for Continuous Improvement

Course Title

Creative Thinking for Continuous Improvement

Course Date/Venue

Session 1: July 26-28, 2026/Tamra Meeting Room, Al Bandar Rotana Creek, Dubai, UAE

Session 2: November 22-24, 2026/Sur Meeting Room, Royal Tulip Muscat, Muscat, Oman



Course Reference

SS0350-3D



Course Duration/Credits

Three days/1.8 CEUs/18 PDHs

Course Description



This practical and highly-interactive course includes various practical sessions and exercises. Theory learnt will be applied using our software tools.



Strategy formulation refers to the process of choosing the most appropriate course of action for the realization of organizational goals and objectives and thereby achieving the organizational vision. The formulation of a sound strategy facilitates a number of actions and desired results that would be difficult otherwise. A strategic plan, when communicated to all members of an organization will provide employees with a clear vision of what the purposes and objectives of the firm are.



The formulation of strategy forces organizations to examine the prospect of change in the foreseeable future and to prepare for change rather than to wait passively until market forces compel it. Strategic formulation allows the firm to plan its capital budgeting. Companies have limited funds to invest and must allocate capital funds where they will be most effective and derive the highest returns on their investments.

This course is designed to provide participants with an up-to-date overview of the strategic business planning. The participants will acquire a thorough understanding of the strategic thinking and planning as well as organizing work process through the application of creativity and creative thinking. The course will examine the strategic planning stages, the planning tools, and the relationship between the planning function and other management functions against the framework of bottom-line achievements.

The participants will appreciate the added value of strategic planning and the resulting overall increase in competence and hence productivity. The course will further examine in detail the brain operations and introduce the mind map as a sample technique against the background of creative thinking styles, the six thinking hats, emotional intelligence, paradigms and mindsets. Participants will also appreciate the linkage between strategic planning, organizing and resource utilization using internationally-set criteria.

The course will address the theories associated with strategy, planning, organizing, goal setting, emotional intelligence and creativity in the context of real life situations, case studies and exercises. It will highlight the special importance of statistical data and computer application in the strategic planning process. Further, the participants will realize the ultimate value of planning through establishing a relationship with productivity and quality. The role of strategy formulation will likewise be juxtaposed against the achievement of business goals.

Course Objectives/Outcomes & Benefits for the Participants

Upon the successful completion of the course, each participant will be able to:-

- Apply the latest methods and processes of strategic business planning
- Identify the critical success factors and benchmarking
- Explain the rule & role of standards in goal setting as well as formulate the strategy for resources and culture
- Illustrate contingency planning, apply the art of communication and demonstrate dynamic presentations
- Discuss the Quality Syndrome, gain top management commitment and recognize the value of strategic planning and strategic thinking
- Employ the best techniques for strategic planning and the process method as well as list the planning tools and criteria for flowcharting & statistics
- Emphasize the S.W.O.T. analysis and enumerate the functional planning characteristics
- Determine the competence-based approaches to planning including thinking paradigms & mindsets
- Recognize the importance of emotional intelligence, creativity and lateral thinking as well as the functions of the brain & the mind map
- Illustrate how the planning tool can be used as a measure of the return on investment and determine the end-result scenario from goal-setting to appraisal
- Develop the alignment of business plans with strategy and key performance indicators as well as give significance to productivity enhancement
- Implement the procedure for developing the process planning competency through emotional intelligence model & differentiate short-term and long-term planning
- Carryout the business and job strategy and use the strategy road map
- Formulate a personal implementation plan

Exclusive Smart Training Kit - H-STK®



Participants of this course will receive the exclusive “Haward Smart Training Kit” (H-STK®). The H-STK® consists of a comprehensive set of technical content which includes **electronic version** of the course materials conveniently saved in a **Tablet PC**.

Who Should Attend

This course is intended for those involved in strategic business planning at all levels of complexity in both technical and non-technical functions in general and for team leaders corporate planning in particular. The course will also benefit specialists who need to understand the creative thinking process in an application mode. This course will present a great relevance to staff in the planning functions whether at the strategic, financial, operational, control, service, welfare, human resources, maintenance, information technology, marketing, logistics, support and advisory functions. Further, this course is valuable for senior management staff, in both core and non-core functions, who need to stay abreast of recent developments and modern thinking in the field of their respective responsibilities.

Training Methodology

This interactive training course includes the following training methodologies as a percentage of the total tuition hours:-

30% Theory

70% Practical Exercises, Case Studies, Engaging Slides/Games, Customized Videos, Site Visits, Simulations, Role Play, Group Skill Sessions, Outdoor & Indoor Activities, Ice Breaking Activities, Group Activities and E-learning associated with the course topic is preferred

In an unlikely event, the course instructor may modify the above training methodology before or during the course for technical reasons.

Learning Design & Customization

This course can be customized to the exact requirements of clients. Haward Technology is so proud of our huge capabilities in tailoring our courses to the training needs of our valued clients.

Course Fee

US\$ 3,750 per Delegate + **VAT**. This rate includes H-STK® (Haward Smart Training Kit), buffet lunch, coffee/tea on arrival, morning & afternoon of each day.

Accommodation


Accommodation is not included in the course fees. However, any accommodation required can be arranged at the time of booking.

Course Certificate(s)


Internationally recognized certificates will be issued to all participants of the course who completed a minimum of 80% of the total tuition hours.

Certificate Accreditations

Haward's certificates are accredited by the following international accreditation organizations: -

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British Accreditation Council (BAC)

Haward Technology is accredited by the **British Accreditation Council for Independent Further and Higher Education** as an **International Centre**. Haward's certificates are internationally recognized and accredited by the British Accreditation Council (BAC). BAC is the British accrediting body responsible for setting standards within independent further and higher education sector in the UK and overseas. As a BAC-accredited international centre, Haward Technology meets all of the international higher education criteria and standards set by BAC.

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The International Accreditors for Continuing Education and Training (IACET - USA)

Haward Technology is an Authorized Training Provider by the International Accreditors for Continuing Education and Training (IACET), 2201 Cooperative Way, Suite 600, Herndon, VA 20171, USA. In obtaining this authority, Haward Technology has demonstrated that it complies with the **ANSI/IACET 2018-1 Standard** which is widely recognized as the standard of good practice internationally. As a result of our Authorized Provider membership status, Haward Technology is authorized to offer IACET CEUs for its programs that qualify under the **ANSI/IACET 2018-1 Standard**.

Haward Technology's courses meet the professional certification and continuing education requirements for participants seeking **Continuing Education Units (CEUs)** in accordance with the rules & regulations of the International Accreditors for Continuing Education & Training (IACET). IACET is an international authority that evaluates programs according to strict, research-based criteria and guidelines. The CEU is an internationally accepted uniform unit of measurement in qualified courses of continuing education.

Haward Technology Middle East will award **1.8 CEUs** (Continuing Education Units) or **18 PDHs** (Professional Development Hours) for participants who completed the total tuition hours of this program. One CEU is equivalent to ten Professional Development Hours (PDHs) or ten contact hours of the participation in and completion of Haward Technology programs. A permanent record of a participant's involvement and awarding of CEU will be maintained by Haward Technology. Haward Technology will provide a copy of the participant's CEU and PDH Transcript of Records upon request.

Course Instructor(s)

This course will be conducted by the following instructor(s). However, we have the right to change the course instructor(s) prior to the course date and inform participants accordingly:



Dr. Chris Le Roux, PhD, M.Com, B.Com (Hons), PMP, Industrial Psychologist (HPCSA Reg.), PMI-ATP Instructor PMI-PMP, PMI-CAPM Instructor is a **Senior Management Consultant & Project Management Professional** with over **30 years** of combined engineering, managerial, consulting, counseling, and international training experience across Africa, the Middle East, the Gulf region, and Europe. His expertise lies extensively in the areas of **Project & Contracts Management Skills, Project & Construction Management, Project Planning, Scheduling, Cost Control, and Earned Value Management, Project Management (Predictive, Agile, and Hybrid), PMO setup and governance, Project Delivery & Governance Framework, Project**

Management Practices, Project Management Disciplines, Risk and Contract Management (including contract development, tendering, dispute resolution, and claims), **Risk Identification Tools & Techniques, Project Life Cycle, Stakeholder Management and Communication, Performance Coaching and Difficult Conversations, Project Management Processes, Project Integration Management, Project Management Plan, Project Work Monitoring & Control, Project Scope Management, Project Time Management, Project Cost Management, Project Quality Management, Quality Assurance, Project Human Resource Management, Project Communications Management, Leadership Orientation Programme, Leadership & Team Development, Psychology of Leadership, Interpersonal Skills & Teamwork, Coaching & Mentoring, Innovation & Creativity, Leadership & Performance Management, Leadership Communication, Leadership Excellence for Senior Management, Supervisory, Leadership, Coaching & Mentoring, Leadership, Communications & Interpersonal Skills, Administrative Leadership Skills, Office Management & Administration Skills, Contract Management, Tender Development, Contract Standards & Laws, Dispute Resolution & Risk Identification, Myers-Briggs Type Indicator (MBTI), Organization Development Consultation, Advanced Debriefing of Emotional Trauma, Interpersonal Motivation, Model Based Interviewing, Coaching & Motivation, Creative Thinking & Problem-Solving Techniques, Emotional Intelligence and Resilience, Presentation Skills, Communication & Interpersonal Skills, Effective Communication & Influencing Skills, Effective Business Writing Skills, Writing Business Documents, Business Writing (Memo & Report Writing), Controlling Your Time & Managing Stress, Crisis Management and Decision-Making Under Pressure; and Customer Experience, Service Excellence, and Negotiation Skills, Strategic Human Resources Management, Change Management and Organizational Development, Human Capital and Talent Management (succession planning, performance management, competency frameworks, and behavioral assessment), Strategic Planning and Execution, Project Risk Analysis & Risk Management, Global Diverse & Virtual Teams Operation, Exceeding Customer Expectations, Corporate Governance Best Practice, Business Performance Management & Improvement, Building Environment of Trust & Commitment, Win-Win Negotiation Strategies, Quality Improvement & Resource Optimization, Neuro Linguistic Programming (NLP), Personal Resilience Developing, Effective Role Modelling & Development, Managing Dynamic Work Environments, Organizational Development, Career Management, Situation & Behaviour Analysis, Interpersonal Motivation Skills, Inventory Management and Financial Administration. Further, he has also led or supported Training Needs Analyses (TNA), large-scale capability development programs, and leadership pipelines for technical, operational, and graduate employees.**

During his career life, Dr. Le Roux has gained his academic and field experience through his various significant positions and dedication as the **Training & Development General Manager, Departmental Head (Electrical), Project Manager, Account Manager, Commercial Sales Manager, Manager, Sales Engineer, Project Specialist, Psychology Practitioner, Senior Consultant/Trainer, Business Consultant, Assistant Chief Education Specialist, ASI Coordinator, Part-time Lecturer/Trainer, PMP & Scrum Trainer, Assessor & Moderator, Team Leader, Departmental Head, Senior HR Consultant, Senior Lecturer / Academic Supervisor, Technical Instructor/Qualifying Technician, Apprentice Electrician: Signals, International Trainer, and Part-Time Electrician** from various companies and universities such as the South African Railway (SAR), Department of Education & Culture, **ESKOM**, Logistic Technologies (Pty. Ltd), Human Development: Consulting Psychologies (HDCP) & IFS, Mincon, Eagle Support Africa, Sprout Consulting, UKZN, Grey Campus, Classis Seminars and CBM Training.

Dr. Le Roux has a **PhD in Leadership in Performance & Change**, a **Master's degree in Human Resource Management**, a **Bachelor's degree (with Honours) in Industrial Psychology**, a National Higher Diploma and a National Technical Diploma in **Qualified Electrical & Mechanical Engineering** from **Germiston College, South Africa**. Further, he is a **Certified Project Management Professional (PMP)**, a **PMI Authorized Training Partner (ATP) Instructor**, a **Certified Associate in Project Management (PMI-CAPM)**, a **Certified Scrum Master Trainer** by the VMEdu, a **Certified Instructor/Trainer** and a **Certified Internal Verifier/Assessor/Trainer** by the **Institute of Leadership & Management (ILM)**. Moreover, he is a **Registered Industrial Psychologist** by the Health Professions Council of South Africa (HPCSA), a **Registered Educator** by the South African Council for Educators (SACE) and a **Registered Facilitator, Assessor & Moderator** with Education, Training and Development Practices (ETDP) SETA. He has further delivered numerous trainings, courses, seminars, conferences and workshops globally.

Course Program

The following program is planned for this course. However, the course instructor(s) may modify this program before or during the course for technical reasons with no prior notice to participants. Nevertheless, the course objectives will always be met:

Day 1

0730 – 0800	<i>Registration & Coffee</i>
0800 – 0815	<i>Welcome & Introduction</i>
0815 – 0830	PRE-TEST
0830 – 0900	<i>An Overview: The Concept of Strategy & The Skill of Planning</i>
0900 – 0915	<i>Exercise: Drawing a Statement of Strategy Planning as a Management Function</i>
0915 – 0930	<i>Vision & Mission Statements</i>
0930 – 0945	<i>Break</i>
0945 – 1000	<i>Key Performance Indicators</i>
1000 – 1015	<i>Critical Success Factors</i>
1015 – 1030	<i>Case Study - The Performance Gap</i>
1030 – 1100	<i>Benchmarking</i>
1100 – 1130	<i>Rule & Role of Standards - Goal Setting</i>
1130 – 1230	<i>Strategy Formulation - Resources & Culture</i>
1230 – 1245	<i>Break</i>
1245 – 1330	<i>Contingency Planning - The Seed of Creativity</i>
1330 – 1400	<i>The Art of Communication</i>
1400 – 1420	<i>Dynamic Presentations</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day One</i>

Day 2

0730 – 0800	<i>The Quality Syndrome</i>
0800 – 0830	<i>Gaining Top Management Commitment</i>
0830 – 0900	<i>Value of Strategic Planning & Strategic Thinking</i>
0900 – 0930	<i>Strategic Planning & the Process Model</i>
0930 – 0945	<i>Break</i>
0945 – 1030	<i>Planning Tools & Criteria</i> <i>Flowcharting • Statistics</i>
1030 – 1100	<i>The S.W.O.T. Analysis - Company vs. Employee</i>
1100 – 1115	<i>Exercise: Succession Planning</i>
1115 – 1130	<i>Functional Planning Characteristics</i>
1130 – 1230	<i>Competence - Based Approaches</i>
1230 – 1245	<i>Break</i>
1245 – 1300	<i>Thinking Paradigms & Mindsets</i>
1300 – 1330	<i>Emotional Intelligence</i>
1330 – 1420	<i>Creativity & Lateral Thinking</i> <i>Thinking Styles • Thinking Skills</i>
1420 – 1430	<i>Recap</i>
1430	<i>Lunch & End of Day Two</i>



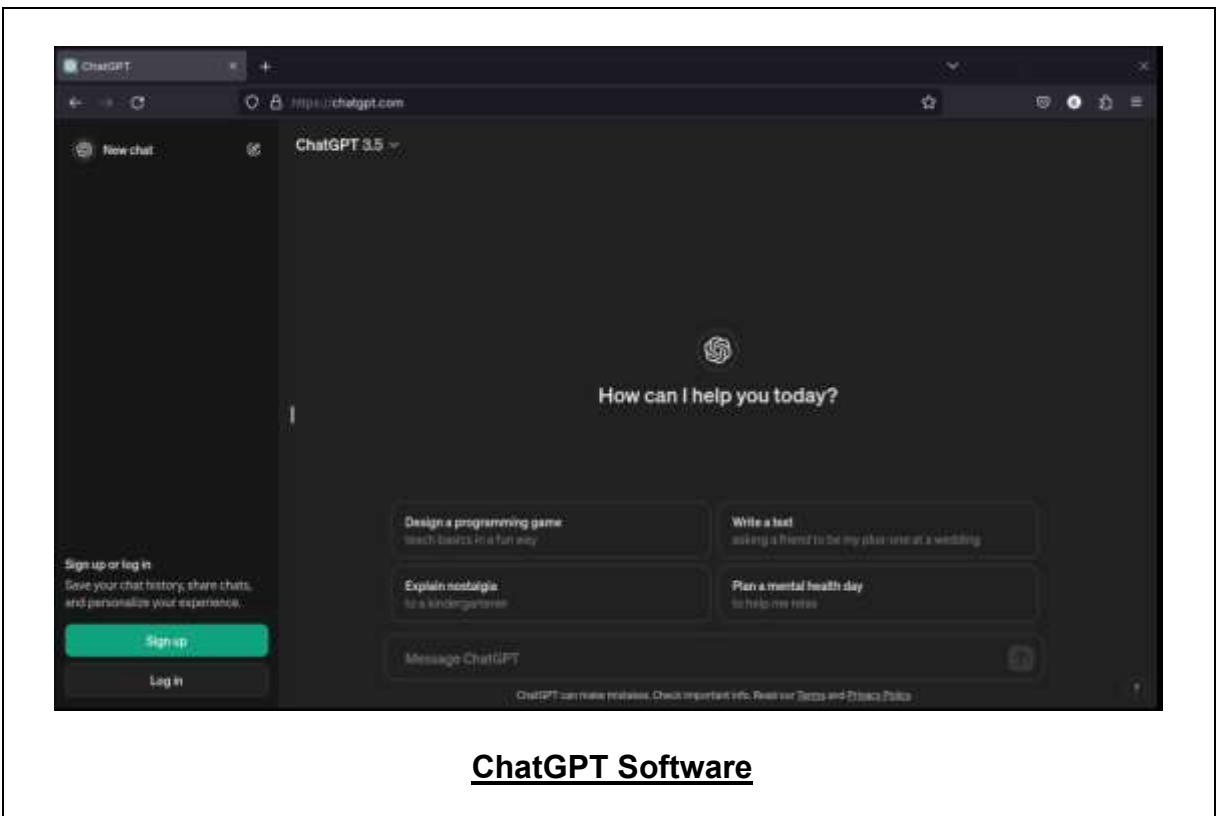
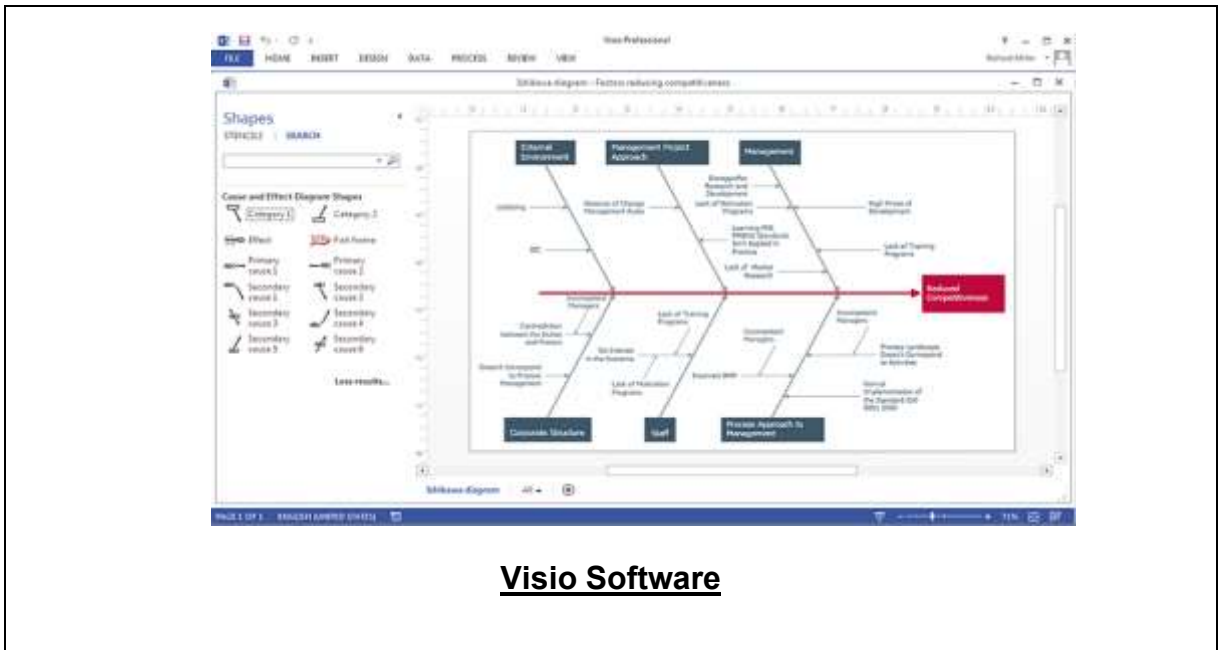
Day 3

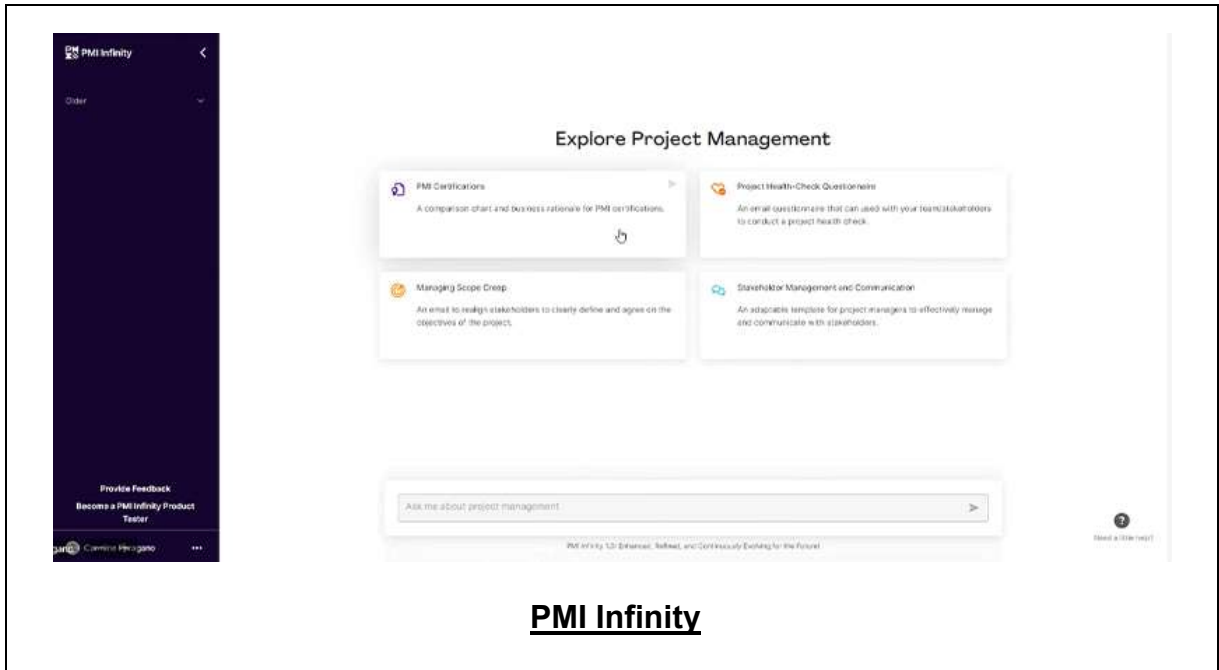
0730 – 0800	<i>The Brain & the Mind Map</i>
0800 – 0830	<i>The Planning Tool as a Measure of the Return on Investment</i>
0830 – 0900	<i>The End-Result Scenario from Goal-Setting to Appraisal</i>
0900 – 0930	<i>The Alignment of Business Plans with Strategy & Key Performance Indicators</i>
0930 – 0945	Break
0945 – 1030	<i>Productivity Enhancement</i> <i>The Cycle Syndrome • The Add-Value Concept & Asset Optimization</i>
1030 – 1100	<i>Case Study – Resourcing p Outsourcing</i>
1100 – 1115	<i>Developing the Process Planning Competency through Emotional Intelligence Model</i>
1115 – 1130	<i>Short- Term vs. Long-Term Planning</i>
1130 – 1145	<i>Thinking Paradigms & Mindsets</i>
1145 – 1230	<i>The Business & the Job Strategy</i>
1230 – 1245	Break
1245 – 1300	<i>A Strategy Road Map</i>
1300 – 1345	<i>A Total Review of Course Themes; Summary of Learning Points</i>
1345 – 1400	<i>Course Conclusion</i>
1400 – 1415	POST-TEST
1415 – 1430	<i>Presentation of Course Certificates</i>
1430	<i>Lunch & End of Course</i>

Software Tools Demonstration

Practical sessions will be demonstrated through software tools during the course for delegates. Delegates will have an opportunity to understand the exercises using the “Mindview Software”, “Visio Software”, “ChatGPT” and “PMI Infinity”.







PMI Infinity

Course Coordinator

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