



Management And Leadership

Strategic Business Insight

Course Introduction

As the world changes rapidly, it is undeniable that technology is one of the things that drives changes. Technologies are changing our lifestyle and how we live, communicate, move, and do business. Moreover, the new emerging digital technologies will transform lives and businesses fully, and it is crucial to be prepared with updated knowledge, skills, and mindsets.

Target Audience

- Mid-Level Managers
- Team Leaders
- Supervisors
- HR Professionals
- Training Specialists
- Emerging Leaders
- Entrepreneurs
- Innovation Managers
- Technology Specialists

Learning Objectives

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

- Gain an understanding on the digital and technology initiatives being implemented within own business.
- Understand the importance of maintaining a creative mindset.
- Realize the obstacles in delivering their roles and responsibilities efficiently.
- Contributing ideas and solutions to business problems and issues.
- Understand the business operating procedures and guidelines.

Course Outline

• 01 Day One

TECH SAVVY: BE OPEN TO TECHNOLOGY

- Importance of awareness of technology initiatives.
- Participate in Training and Development events for new technology and digital solutions.

TECH SAVVY: THE STRATEGIC USE OF NEW TECHNOLOGY IS NECESSARY TO ACQUIRE AND USE BUSINESS INSIGHT

- Advantages of technology empowered employees in achieving organizational excellence.
- Finding better, more effective and faster ways to accomplish tasks and results through Tech-Savvy employees.
- Workplace satisfaction, productivity, and engagement.

• 02 Day Two

CREATIVITY AND PROBLEM-SOLVING

- INTRODUCTION TO CREATIVITY
- Creativity: An in born talent?
- Creativity: Like any Behavior
- Components of Creativity
- Problem and Problem-Solving

CREATIVITY: LEADING TO INNOVATIVE SOLUTIONS

- Importance of Thinking Different: Think outside the box.
- Generating Creative Ideas
- Fostering a Creative and Innovative Environment
- Converting Creative Ideas into Reality

• 03 Day Three

ACHIEVING EXCELLENCE

- Managing own role and work-related behaviour
- Seeking feedback from others
- Business operating procedures and guidelines
- Taking self-scoring tests
- What are the International Standards adopted by own business?

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 20, 2025	April 22, 2025	3 days	3250.00 \$	KSA - Riyadh
Aug. 18, 2025	Aug. 20, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Oct. 27, 2025	Oct. 29, 2025	3 days	3250.00 \$	UAE - Dubai