



**PAN
AFRICAN**
Learning and Growth Network

Your Trusted Learning Partner

CRITICAL THINKING, INNOVATION AND CREATIVITY LEADERSHIP

Developing your Skills to Innovate, Think Critically
and Create the Future by Igniting
Workplace Creativity



Sunbird Capital Hotel

Lilongwe - Malawi

12- 15 August 2025

08:00AM-16:00PM

Registration Fees:

MK1, 500, 000.00

VAT Exclusive

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Introduction

The Critical Thinking, Innovation and Creativity Course is tailored to equip experienced leaders and professionals with essential knowledge and skills to foster an innovative culture within their organizations. As industries face global economic challenges, the ability to lead with agility, creativity, and adaptability has become crucial for achieving a sustainable competitive edge. Innovation stands out as one of the most valuable leadership competencies, enabling organizations to thrive amid uncertainty.

The training course gives delegates a practical understanding of innovation management theories, and the principles of design thinking, so they can contribute to the analysis, planning and building of new products and services. And, they will learn the methods to help their teams to explore; greater levels of personal curiosity, networking, teamwork, collaborative working, risk - and the use of agile methods to improve project working. Together, promoting the attitudes and work habits needed in any organization that seeks more creative working, change and innovation. Through this course, participants will gain the tools to push boundaries, adopt a forward-thinking mindset, and drive transformational change. With practical exercises, this five-day course immerses attendees in the key principles of innovation, creativity, and critical thinking, setting the foundation for fostering a dynamic and innovative organizational culture.

Course Features:

- Techniques for driving innovation and overcoming familiar challenges.
- The challenge of change – understanding why organizations need to innovate.
- The principles of design thinking, and the use of critical thinking, to discover problems.
- Innovation strategy, planning tools and developing the business canvas.
- Encouraging creative practice, debates, conflicts, risks and failing fast.
- Open innovation – maximizing valuable relationships to deliver new initiatives.
- Managing self and others – avoiding procrastination and promoting productivity.
- Practical steps and take-aways – leading conversations to start innovating.
- Strategies for business model innovation and creating organizational value.
- Insights into the concept of disruptive innovation and its impact.
- Practical tools to support decision-making and effective problem-solving.
- Creative and critical thinking skills essential for today's leadership roles.

Course Objectives

- Understand the fundamental principles behind successful innovation.
- Add to the organizational debates of changes and innovation.
- Prepare business models and outline plans for new business initiatives.
- Encourage objectivity, creative thinking and collaborative working practices.

- Use management methods that promote open debates and generate ideas.
- Promote lean and agile work habits, which delivers innovation results faster.
- Recognize the challenges and cultural factors that influence innovation adoption.
- Generate, develop, and communicate impactful ideas effectively.
- Apply advanced critical and creative thinking skills to solve complex issues.
- Build a business model canvas to support value creation and strategic growth.

Who should attend?

- Leaders, Managers, and Supervisors aiming to instil a culture of innovation.
- Human Resource (HR) Professionals focused on cultivating a forward-thinking workplace.
- Marketing and PR Specialists who drive creative campaigns and organizational growth.
- Managers tasked with driving new products, services and processes.
- Commercial, technical (it) or operational areas involved in change projects.
- Professionals advising on innovation projects (e.g., lawyers, accountants, HR)
- General managers involved in business development, sales and customer service.
- Managers promoting change and wanting to build more creativity in their teams.
- Any professional seeking to strengthen their innovation-related skills.
- A wide array of professionals who wish to enhance their capabilities in fostering an innovative environment.

Training Methodology

This training course is designed for active and motivated managers who are willing to contribute to business conversation. In a confidential and professional setting, where debate is encouraged and respected, they are expected to bring their own thoughts to the discussions on challenges and opportunities we face. Those that contribute and engage fully in material and team exercises will gain the most.

The training employs a range of proven adult learning techniques to maximize understanding and retention; blend learning formats that will stimulate and stretch participants, including simple tests, formal seminar style presentations from trainer structured and informal discussions, along with solo work, group exercises and case studies, to allow the time to encourage critical thinking and reflection. Workshops and content will use a mix of printed material, slides and videos. Participants will actively engage in applying new concepts and tools, ensuring they leave the course with actionable insights and strategies to drive a culture of innovation within their organizations.

Organisational Impact

Participants will gain the ability to think strategically about innovation and creativity and improve their management skills. The organization will benefit as successful participants will be able to:

- Contribute to critical thinking, debates and plans for innovation and change initiatives.
- Build practical everyday work habits and processes that deliver innovation.
- Support team members and colleagues to use creative ideas in their work.
- Encourage more networking, relationships and conversations to promote innovative ideas.
- Create credible canvas discussions that can help explore new business models.

Personal Impact

The Critical Thinking, Creativity and Innovation training course offers substantial professional development opportunities for the individual to improve their careers. Participants will personally benefit from:

- Gaining more confidence in discussing innovation and change with senior colleagues.
- Becoming recognized as one of the organization's champions of innovation.
- Increasing their range of senior executive leadership abilities and skills.
- Obtaining insights into their own creative capabilities and self-management.
- Appreciating how innovation impacts across industries, cultures and organizations.

The Course Content

The Practice of Innovation

- What is innovation and where does it come from?
- Becoming innovative
- Ideas for innovation
- The importance of the Business Model for value creation
- Developing your Business Model Canvas

The Innovation Challenge - Leading in Times of Uncertainty.

- Why Innovation? Organizational Change and Leadership in Context.
- Understanding Innovation Horizons, Oceans and Funnels.
- Sensing And Responding to Trends and Changes in Our Environment.
- Classic Environmental Scanning Tools and Methods of Analysis
- Traditional R&D And Product Life Cycles

Disruptive Innovation

- Introduction to Disruptive Innovation (DI)
- Disruptive Technology or Disruptive Innovation
- Examples of great disruption across multiple industries
- Evaluate your ability to be disruptive.
- Enablers and constraints for DI

Benchmarking for Innovation

- Principles of benchmarking for innovation
- Different methods of benchmarking and how they relate to each other.
- How to identify potential benchmarking projects
- An overview of the benchmarking process
- Running a Successful Benchmarking Project

Critical and Creative Thinking

- Understanding the power of creativity
- Your brain and ideas
- Communication skills for Ideation
- Core critical thinking skills.
- Argument mapping

The Creative Challenge - Encouraging Risk and New Ideas

- The Creative Process: Where Do Good Ideas Come From?
- Creative Teams, Creative Culture – And Creative Conflicts.
- Ways to Encourage More Creative Work and Better Meetings.
- Encouraging The Deep Work and Avoiding Procrastination and Bureaucracy.
- Open Innovation – Using Alliances, Networks, Suppliers and Partners to Innovate.

Culture and Innovation

- Understanding the levels of culture
- Cultural barriers
- What we know about culture and innovation
- Creating a workplace culture that supports innovation.
- Personal action planning

The Business Challenge – Moving Away from Comfort

- Systems Thinking + Thinking Fast and Slow + Design Thinking.
- The Business Case Essentials – Corporate Intrapreneurship.
- Developing and Challenging the Business Model.
- Lean Strategy and Agile Methods.
- Building, Testing, Learning and Failing Fast.

The Leadership Challenge – Developing Talent and Delivering Results.

- Understanding Personality and Our Style of Leadership.
- The Leader as Servant – Being Adaptive and Authentic.
- The Art of Persuasion – Selling Your Ideas.
- Talent Management – Recruiting the Team and Raising Competencies.
- Improving Performance and Attitudes – The Use of Coaching and Feedback

The Productive Challenge – Taking the Next Steps.

- Incremental Gains: Making Small Changes That Make a Big Difference.
- Project Management – Balancing Risks and Innovation Measures.
- Learning From Successful Organizations.
- From Good Organization to Great Organization.
- Your Innovation Leadership and Direction.



Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

Registration Fees:

MK1,500,000

Fee Includes

Training Materials
Meals & refreshments during the day

Fee Excludes

Dinner and Accommodation



CONTACTS



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