



LEADERSHIP AND MANAGEMENT

Certificate in Smart Leadership

Course code: LM-018

SPARK TRAINING

Professional training courses for leaders, specialists, and organizations seeking practical capability development.

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— Workshop Overview

Modern leaders must inspire innovation, engage employees, manage change, and create high-performing cultures in a fast-changing world. Smart leadership combines strategic thinking, emotional intelligence, creativity, and practical execution to achieve sustainable success. This course provides participants with practical leadership tools to motivate teams, drive innovation, solve problems creatively, and lead transformation with confidence.

Why Attend

This course uses an interactive and practical approach through presentations, case studies, group discussions, leadership assessments, creative exercises, role plays, and real workplace examples.

Who Should Attend

Managers and Supervisors
Team Leaders
Department Heads
Project Managers
HR Professionals
Emerging Leaders
Anyone seeking to improve leadership

— Learning Objectives

- Understand modern leadership principles for dynamic organizations
- Lead creativity and innovation effectively
- Improve employee engagement and empowerment
- Build high-performing and motivated teams
- Strengthen emotional intelligence and influence skills
- Apply creative problem-solving techniques
- Lead strategic change successfully
- Develop a personal smart leadership action plan

Course Outline

DAY
1

Leading Creativity and Innovation at Work

- Understanding strategy and leadership in the 21st century
- Innovation vs. constant improvement
- Innovative leadership as a transformative force for success
- Critical mass for change and innovation
- Case study of innovative companies
- Applying leadership to achieve creativity and innovation

DAY
2

Achieving Workforce Engagement

- How the G.E. Workout Model engaged employees
- Achieving buy-in from your workforce
- Developing creative solutions for problems and new strategies
- Overcoming old paradigms
- Characteristics of organizational drift
- Achieving results by leading an empowered workforce

DAY
3

Leadership with a Creative Edge

- Developing creative potential in people and teams
- How profiling may reveal creativity in people
- Thinking skills and multiple intelligences
- Learning new brainstorming techniques
- How to incubate new ideas
- Interacting with creatives using influence and persuasion
- Creative group exercise: identifying business processes

DAY
4

Creating a Motivating Climate for Higher Productivity

- Key elements in creating new missions
- Establishing goals and targets with creative flair
- Building a sense of significance and purpose
- Emotional intelligence as a motivator
- Rewarding and encouraging high performance
- Pygmalion and Galatea theories behind individual performance
- Group and team motivation

DAY

5

Driving Strategic Change

- Managing the change process
- Kotter's change management techniques
- Successful techniques for leading effective change
- How a leader communicates a sense of urgency
- Overcoming the challenges of change in organizations
- Creating an attitude of perpetual change and improvement
- Course review and personal goals

— Upcoming Classroom Dates

DATE	LOCATION	FEE
5 - 9 October 2026	Istanbul - Türkiye	€1,600
12 - 16 October 2026	Paris - France	€2,200
9 - 13 November 2026	Barcelona - Spain	€2,100
16 - 20 November 2026	Munich - Germany	€2,125
7 - 11 December 2026	Kuala Lumpur - Malaysia	€1,400
14 - 18 December 2026	Amsterdam - Netherlands	€2,100
21 - 25 December 2026	London - United Kingdom	€2,125
4 - 8 January 2027	London - United Kingdom	€2,100

— Certificate and Registration

Participants who attend and complete the full programme receive a SPARK Training Certificate of Completion. For registration, in-house delivery, or availability questions, contact info@sparktraining.eu or +31 85 115 0004.