Mind Mapping and Creative Thinking for Strategic Innovation Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN4969_265167

Course Introduction / Overview:

This training course is an immersive program designed to help professionals unlock their creative potential and apply it to strategic business challenges. The course focuses on mind mapping as a powerful tool for generating, organizing, and visualizing complex ideas, and it connects this skill to a broader framework of creative thinking for strategic innovation. Participants will learn how to move beyond linear, conventional thought to solve problems in new and unexpected ways. The curriculum covers a range of practical techniques for brainstorming, idea synthesis, and collaborative ideation. It also explores the neurological and psychological principles behind creativity. The program draws on insights from leading academics like Tony Buzan, who, in his book Mind Map Mastery, provides a clear guide to using mind maps to enhance memory, creativity, and strategic planning. This course at BIG BEN Training Center will equip participants with a systematic approach to creative problem-solving and give them the confidence to tackle complex business challenges with innovative solutions. By the end, professionals will have a practical toolkit to transform their thinking and drive strategic changes within their organizations.

Target Audience / This training course is suitable for:

- Managers and team leaders.
- Strategic planners and business development professionals.
- Product managers and designers.
- Marketing and communications specialists.
- Entrepreneurs and startup founders.
- Analysts and researchers.
- Consultants and change management professionals.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services and Insurance.
- Marketing and Advertising.
- Healthcare and Pharmaceuticals.
- Education and Professional Training.
- Engineering and R&D.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Strategy and Planning.
- Innovation and R&D.
- Marketing.
- Product Management.
- Business Analysis.
- Human Resources (HR).
- Executive Leadership.

Course Offerings:

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

- Use mind mapping to organize complex information and ideas.
- Apply creative thinking techniques to solve business problems.
- Generate and evaluate a high volume of innovative ideas.
- Facilitate effective brainstorming sessions with a team.
- Develop a visual representation of a strategic plan.
- Overcome creative blocks and mental ruts.
- Connect creative ideas to actionable business strategies.

Course Methodology:

This training course uses a highly interactive and hands-on methodology. The program is built around a series of practical workshops where participants will learn and apply mind mapping and creative thinking techniques in real time. Each unit includes group exercises where participants will work on a case study, using mind maps to visually map out a problem and brainstorm potential solutions. The course emphasizes a learning-by-doing approach, with a focus on practice and immediate feedback. We will use a variety of tools, from simple pens and paper to digital mind mapping software, to show the versatility of the technique. The curriculum is designed to be fun and engaging, using games and creative prompts to get participants thinking outside the box. This immersive approach at BIG BEN Training Center ensures that participants not only learn the theory behind mind mapping but also gain the practical skills and confidence to apply it to their daily work, whether they are planning a project, brainstorming a new product, or solving a complex problem.

Course Agenda (Course Units):

Unit One: The Power of Creative Thinking and Mind Mapping

- Understanding the science behind creative thinking.
- Introduction to the principles and benefits of mind mapping.
- Using mind mapping for notetaking and information organization.
- Overcoming creative blocks and fostering a creative mindset.
- Case study on how mind mapping has been used in a business.
- Creating your first mind map.
- Connecting creativity to strategic business goals.

Unit Two: Mind Mapping for Idea Generation

- Using mind maps for brainstorming and ideation.
- Exploring different mind map structures and formats.
- Generating a high volume of ideas quickly.
- Facilitating a group mind mapping session.
- Using mind maps to connect seemingly unrelated ideas.
- Techniques for visual thinking.
- Workshop on brainstorming a new product idea.

Unit Three: Creative Problem-Solving Techniques

- Introduction to lateral thinking and its application.
- Using the SCAMPER technique for idea generation.
- Applying the Six Thinking Hats framework to a problem.
- Using mind maps as a tool for problem diagnosis.
- Connecting a creative solution to a strategic business need.
- Case study on solving a complex problem with creative thinking.
- Developing a creative problem-solving toolkit.

Unit Four: Strategic Application of Mind Mapping

- Using maps for project planning and management.
- Developing a strategic plan with a mind map.
- Mapping out a marketing campaign or business plan.
- Using mind maps for decision-making.
- Presenting complex information clearly with maps.
- Creating a personal productivity system with mind maps.
- Connecting daily tasks to long-term goals.

Unit Five: Building an Innovative Mindset

- Fostering a culture of creativity in a team.
- The role of leadership in encouraging innovation.
- Building a personal habit of creative thinking.
- Overcoming fear of failure and risk.
- Developing a long-term plan for strategic innovation.
- Final project on a strategic problem.
- Review and feedback session.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How can organizations encourage a "playful" approach to creative thinking and mind mapping while still maintaining the seriousness and discipline required for strategic execution?

What unique qualities does this course offer compared to other courses?

This training course is unique because it connects the practical, hands-on tool of mind mapping to the high-level, strategic goal of innovation. Unlike other creativity workshops that may focus on abstract concepts, this program provides a concrete, repeatable process for generating and organizing ideas. The curriculum is built on a "learn by doing" approach, ensuring that participants will not just hear about the benefits of mind mapping, they will actually practice it in real-time on strategic business challenges. This makes the learning experience highly practical and immediately applicable. The course also uniquely addresses the link between individual creative skills and organizational innovation, showing participants how to use their newfound abilities to drive strategic changes within their teams and companies. By using a variety of practical exercises and case studies, this program goes beyond simple ideation to provide a comprehensive framework for turning creative thought into a strategic advantage. It gives professionals a visual, powerful tool to unlock their potential and solve problems in new and effective ways.