Creative Leadership and Emotional Intelligence Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN6088_277995

Course Introduction / Overview:

In today's rapidly evolving business landscape, the ability to innovate is no longer a luxury but a necessity for survival and growth. This course addresses the critical intersection of creative leadership and emotional intelligence, two pillars essential for fostering a culture of continuous innovation. Drawing upon the foundational work of experts like Daniel Goleman, author of "Emotional Intelligence: Why It Can Matter More Than IQ," we explore how self-awareness, empathy, and social skills are not soft skills but strategic assets for any leader. This program moves beyond theoretical concepts to provide practical tools and frameworks for leading creative teams, managing the innovation process, and navigating the complexities of change. Participants will learn to unlock their own creative potential and that of their teams, transforming ideas into tangible outcomes. BIG BEN Training Center has meticulously designed this training course to equip leaders with the dual competencies required to inspire groundbreaking work and build resilient, high-performing teams capable of thriving in uncertainty. This is a journey into the heart of what makes a modern leader truly effective.

Target Audience / This training course is suitable for:

- Team Leaders and Supervisors.
- Project Managers and Program Managers.
- Product Development Managers.
- Research and Development (R&D) Professionals.
- Entrepreneurs and Startup Founders.
- Department Heads and Senior Managers.
- Human Resources and L&D Professionals.
- Individuals aspiring to leadership roles in innovative environments.

Target Sectors and Industries:

- Technology and Information Technology.
- Marketing, Advertising, and Creative Agencies.
- Engineering and Manufacturing.
- Pharmaceuticals and Healthcare.
- Financial Services and FinTech.
- Telecommunications.
- Consulting Services.
- Governmental and Public Sector organizations driving innovation initiatives.

Target Organizations Departments:

- Research and Development (R&D).
- Product Management and Development.
- Marketing and Communications.
- Human Resources and Talent Development.
- Information Technology and Digital Transformation.
- Strategy and Business Development.
- Operations and Process Improvement.
- Customer Experience and Service Design.

Course Offerings:

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

- Develop a profound understanding of the five core components of emotional intelligence.
- Apply creative problem-solving techniques to complex business challenges.
- Foster a culture of psychological safety to encourage risk-taking and idea sharing.
- Lead and motivate innovative teams with empathy, vision, and clarity.
- Master communication strategies that inspire creativity and collaboration.
- Effectively manage conflict and creative friction within teams.
- Implement frameworks for leading and navigating organizational change.
- Develop personal resilience to lead effectively under pressure and uncertainty.
- Coach and mentor team members to unlock their full creative potential.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and participant-centered, ensuring that learning is both engaging and directly applicable to the workplace. This course utilizes a blended approach that combines expert-led instruction with hands-on activities. Participants will engage in dynamic group discussions, collaborative brainstorming sessions, and practical workshops to internalize key concepts. A significant portion of the training is dedicated to real-world case studies of innovative companies and leaders, allowing for deep analysis and the extraction of actionable insights. Role-playing scenarios will be used to practice emotionally intelligent communication, conflict resolution, and coaching techniques in a safe and supportive environment. Self-assessment tools and reflective exercises will enable participants to gain a deeper understanding of their own leadership styles and emotional intelligence competencies. The emphasis is on learning by doing, with continuous feedback from the facilitator and peers to foster growth and skill mastery throughout the five-day program.

Course Agenda (Course Units):

Unit One: The Nexus of Emotional Intelligence and Creative Leadership

- Defining the modern innovative leader.
- The five core competencies of Emotional Intelligence (EQ) by Daniel Goleman.
- Assessing your personal emotional intelligence profile.
- The neuroscience of creativity and emotion.
- Understanding how self-awareness drives leadership effectiveness.
- Techniques for mastering self-regulation under pressure.
- Linking intrinsic motivation to creative output.

Unit Two: Cultivating a Climate for Innovation and Creativity

- Building psychological safety as the foundation for innovation.
- Facilitating effective brainstorming and ideation sessions.
- Applying Design Thinking principles to leadership challenges.
- Managing the natural tension between creativity and operational demands.
- Encouraging intelligent risk-taking and learning from failure.
- Strategies for breaking down silos and fostering cross-functional collaboration.
- Recognizing and overcoming common barriers to innovation.

Unit Three: Leading with Empathy and Social Skill

- The role of empathy in understanding team and stakeholder needs.
- Developing advanced active listening and powerful questioning skills.
- Motivating and engaging diverse and creative personalities.
- Building and maintaining high-trust relationships within the team.
- Navigating difficult conversations with emotional intelligence.
- Techniques for constructive conflict resolution.
- Leveraging social awareness to navigate organizational politics.

Unit Four: Vision, Strategy, and Leading Change

- Crafting and communicating a compelling vision for innovation.
- Aligning team efforts with strategic organizational goals.
- Making effective decisions in ambiguous and fast-changing environments.
- Applying change management models to innovation initiatives.
- Overcoming resistance to change through influence and persuasion.
- Empowering teams to own and drive the innovation process.
- Measuring the impact and success of creative projects.

Unit Five: The Resilient and Agile Innovator-Leader

- Developing personal resilience and managing leadership stress.
- Adopting an agile mindset for iterative development and learning.
- Coaching team members for enhanced creativity and performance.
- Providing feedback that fuels growth rather than fear.
- Sustaining momentum for long-term innovation.
- Creating a personal action plan for continuous leadership development.
- Final project presentations and peer 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 might a leader's unexamined emotional biases inadvertently stifle the very innovation they aim to cultivate within their team?

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

This course distinguishes itself by uniquely integrating two often-siloed disciplines: the structured process of fostering innovation and the nuanced art of emotional intelligence. While many leadership programs focus on one or the other, this training is built on the premise that sustainable innovation is impossible without a leader's deep capacity for empathy, self-awareness, and relationship management. We move beyond generic leadership theories to address the specific challenges of leading creative individuals and teams, who often have different motivators and working styles. The curriculum places a strong emphasis on creating psychological safety, a critical but frequently overlooked element that empowers teams to take the risks necessary for breakthrough thinking. Rather than just presenting tools, the course focuses on cultivating a leadership mindset that is both visionary and deeply human-centered. Participants will leave not only with new techniques but with a transformed perspective on their role in building an environment where creativity can truly flourish, making it exceptionally practical for leaders in R&D, tech, and other innovation-driven fields.