





**Bayes Business School (formerly Cass)**


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**The Centre for Creativity in Professional Practice**

The Centre was founded in 2008 to foster interdisciplinary research and teaching across City's schools and departments that sought to disrupt established patterns of discovering new knowledge.

Today, we are proud to continue in this tradition, enabling new forms of creative thinking and leadership that help to structure and make sense of the unpredictable social, political and technological challenges we face today.

Our mission is to build a new generation of creative leaders with extraordinary capabilities. These leaders will investigate, generate, envision, prototype, critique and reflect on novel solutions to complex modern challenges, and empower your teams and organisations to do the same.



City, University of London is an independent member of the University of London which was established by Royal Charter in 1836. It consists of 17 independent member institutions of outstanding global reputation and several prestigious central academic bodies and activities.



All the information contained within this brochure was correct at the time of going to print.



**BAYES**  
BUSINESS SCHOOL  
CITY, UNIVERSITY OF LONDON

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**Creative Leadership**

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**[ Always learning ]**

# Creative Leadership

## Setting the stage for innovation and change

**Programme information:**  
Two modules, each combining two days face-to-face training and weekly online learning activities.

**Module 1: Leading yourself – setting the stage for you to perform**

**Module 2: Leading others – setting the stage for others to perform**

**Cost:**  
£3,000 (no VAT charged) Includes lunch and refreshments

**To apply please contact:**  
Dr Sara Jones  
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or  
Andy Wilkins  
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**Our programme accelerates leaders to a higher level of practice in unleashing, developing and harnessing creativity and innovation in their organisations.**

Creativity and innovation are often linked with novelty, disruption and playfulness. But the reality is that successful innovation and change also involve critical thinking, resilience and ongoing efforts to support a creative climate.

Through the way that they think and behave, leaders can both draw out their own best performance and enable the collective brilliance of others. The question is not how to manage or direct creative thinking and innovation, but how to set the stage for it to happen.

### WHAT IS CREATIVE LEADERSHIP

Leaders today face a world that is increasingly complex, ill-structured, dynamic and even chaotic. Traditional management approaches are falling short in responding to the challenges that need to be addressed.

Leaders who understand creativity and innovation engage people across their organisations, transform their business practices and create value for their customers despite the complexity and uncertainty of the environment around them.

Creative leadership is a critical business skill that can be learned and applied in many different contexts, sustained by scalable frameworks for creative problem solving and change and enriched through cutting-edge interdisciplinary practice and research.

### WHO IS THE PROGRAMME FOR

Executives and senior managers across all sectors who are working in contexts with high rates of change and needing new ways of working and thinking.

Leaders who want to stimulate transformational change and sustain the best possible performance in their teams, organisations or sectors.

### BENEFITS

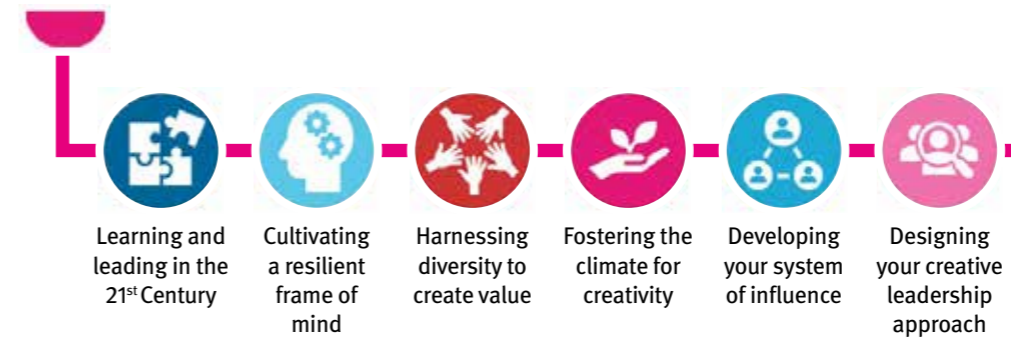
- Develop clear, helpful and productive language for creativity and innovation
- Understand how diversity helps creativity and innovation – and how to maximise performance through diversity
- Learn to be a leader people want to follow
- Gain skills to lead effectively through today's challenges of a fast moving, uncertain and unpredictable world
- Enable your own and others' creativity and flair to build a sustainable culture of innovation
- Understand why embedding creative leadership gives organisations the edge in dealing with complexity and uncertainty
- Know what people want from today's leaders and why they become willing followers
- Learn how to build and sustain the environment for innovation and creativity
- Experience how to effectively switch between creative and critical thinking for problem solving and decision-making
- Understand how a creative problem solving approach increases engagement and raises performance in teams and organisations
- Develop strategies to remove barriers to best performance across your organisation
- Understand the levers for harnessing innovation and creativity to overcome team and organisational challenges

### WE OFFER OTHER OPTIONS SUCH AS

- Follow up coaching
- Working with a cross-disciplinary team from your organisation
- In-house training with additional and customisable modules
- Full organisational, team, and leadership assessments

**"The Creative Leadership Course was one of the best courses I've ever done. It inspired and challenged me to explore my philosophy of leadership and understand how others experience it, as well as equipping me to evolve and strengthen my practice"**

Catherine Cullen, Executive Director of Communications and Engagement, Guy's & St Thomas' Foundation



### OUR APPROACH

This is a highly experiential programme, building on over 70 years of research in creativity, innovation and leadership. You will explore key theories and concepts and transfer your learning back to the workplace. You will learn through a combination of guided online resources, self-assessments, presentations, group discussions and exercises, leadership practices feedback and self-reflection co-designed by leading researchers from the Centre for Creativity in Professional Practice and experienced business professionals.



Dr Sara Jones is Director of the Centre's interdisciplinary Masters in Innovation, Creativity and Leadership with a background of research and teaching in creative user-centred design.



Kate Stuart-Cox and Andy Wilkins are joint founders of Perspectiv LLP, a professional services firm with over 20 years' experience working with Bayes and in business. Their expertise includes embedding innovation, leadership and teamship into organisations around the world. They are long term associates of the Creative Problem Solving Group in the USA.

