



Senz Leadership growth

For Visionary and Innovative Leadership

Trainer: Karin van Zuilen, Senz founder

Programme Duration: 2,5 days and follow-up program

Objectives:

We are pleased to present a comprehensive program addressing visionary and innovative leadership. In a continuously changing environment, the survival and success of organizations greatly depends on the ability to lead innovation and creativity. Rather than managing, creative leadership means taking initiative and enabling others to put their creative potential into action. This program will empower leaders to live up to the innovation goals. The program prepares your leaders to generate new ideas and strategies within their teams to expand your business. Additionally, they will learn how to lead their teams to a new level of innovation.

Overview:

Module 1: Introduction to visionary leadership

Module 2: How to create added value in a highly competitive market

Module 3: The 5 do's and don'ts to motivate your team to generate & implement new ideas

Module 4: The 5 steps of a successful creative process

Module 5: How to implement visionary and creative thinking into your daily practice

Outline:

Day 1:

Module 1: Interactive introduction

- How to break with patterns, that keep you away from new strategies and ideas
- Sharing of challenges and objectives
- The 5 rules visionary leader should follow

Module 2: How to create added value in a highly competitive market

- The deep insight model©: theory and examples
- The 7 Questions that should be asked to create new ideas
- Practice with your own case

Module 3: The 5 do's and don'ts to motivate your team to generate new ideas

- Learning the 5 essential factors to initiate new ideas in your team
- Creating your own action plan
- Sharing ideas and strategies



Day 2

Module 4: The 5 steps of a successful creative process

We will use one of your business cases as an example. A very interactive session!

- How to create an environment that welcomes creative ideas
- Your creative DNA – personal creative thinking preferences
- No Question – no answer – Clarify Question, formulate challenges, explore visions
- Transformation toolbox – techniques to generate new ideas
- Making choosing easy – the grid to select top 5 ideas
- The last step – how to implement these new ideas

Day 3

Module 5: How to implement visionary and creative thinking into your daily practice

- Teamwork to implement new ideas
- Determine your added value as a leader
- Create your own personal action plan to implement the take aways

During 3 months: Follow-up online coaching program to secure that the learning will be implemented.

Methodology: this program combines the most effective methods in the field of leadership and innovation. The sessions will be highly interactive and a combination of theory, practice and application to the own business.

Senz is a strategy and innovation agency based in Malaysia. We help organizations boost their innovative performance to stand out in the market. From idea generation to implementation. From techniques & strategies to leadership behavior.

Karin van Zuilen, the founder of Senz, is an innovation & leadership trainer since 7 years, but facilitates innovative processes since almost 30 years. Karin has over 20 years of innovation and leadership experience in the global life science industry. She has the unique ability to help organizations devise innovative product ideas and market approaches and place them at a competitive edge in the market. With the necessary strategic knowledge, creative process techniques and practical experience, she helps make your innovation project a success.



Interest in people, drive, entrepreneurship and innovation are typical for her. She knows what it takes to become a global market leader. The combination of industry experience and deep knowledge of leadership, innovation, psychology and strategy have a high added value for her clients. Karin is Dutch and lives and works in Malaysia since 4 years.



Past clients have successfully worked on creating unique market approaches, breakthrough products, developing leadership skills, enhancing productivity, accelerating processes, and much more.

For more information about Karin: see <https://www.linkedin.com/in/karinvanzuilen/>

Terms & Conditions

If you are interested to learn more about this training, please contact us through our [contact form](#), call +60 (0)16 23 72 042 or mail karin@senz.biz. And we will soon be in touch with you.

We are looking forward hearing from you.

Kind regards,

Karin van Zuilen