



LEADING CREATIVES 6 MONTHS TRAINING COURSE

**BECOME A LEADER, BRANDMANAGER & CREATIVE STRATEGIST.
LEARN TO LEAD AND INSPIRE YOUR CREATIVE TEAM.**

The Leading Creatives learning program empowers young and medior level creatives to realize their ambitions. While gaining a wide range of experience in teaming with other creative professionals from various organisations and industries. In a 6 months practical small group program they continue to broaden their horizons. The inspiring program meets the need for the creative and managerial skills to answer to the organisational challenges of this time.

CREATIVE LEADERSHIP IS:		INSIGHT INTO PEOPLE, BRAND & ORGANIZATION		STRATEGIC CREATIVITY & AGILE STRENGTH		COLLECTIVE VALUE CREATION		RESEARCH, STRATEGY & RESULT			
MODULE 1	PERSONAL LEADERSHIP	INPUT	PERSONAL LEADERSHIP	OUTPUT	LEADERSHIP VISION	OUTPUT	COMMUNICATE WITH IMPACT	OUTPUT	LEADERSHIP & INNOVATION RESEARCH	DAYS	CERTIFICATE
	WORKSHOPS	DISC personality test	<ul style="list-style-type: none"> • DISK Personality test analysis • Your identity as a leader • Personal leadership exploration • Conscious leadership • The (Neuro)Logical Levels Model • The Transtheoretical Model of Change 	<ul style="list-style-type: none"> • Insights • Team power scan 	<ul style="list-style-type: none"> • Personal leadership vision • Exploring relationships • Working with various (creative) personalities • Team dynamics • Team development 	<ul style="list-style-type: none"> • Insights • Personal leadership vision 	<ul style="list-style-type: none"> • Positive communication styles • Verbal and non-verbal communication • Setting Boundaries • Listening • Give and receive feedback • Conflict management • Anti-authoritarian Leadership 	<ul style="list-style-type: none"> • Insights • Personal leadership vision 	<ul style="list-style-type: none"> • Activity between Module 1 and 2: • Team Survey and management interviews • Choosing an innovation project • Check in Zoom session 	3	1
MODULE 2	INWARD LEADERSHIP	INPUT	INNOVATION LEADERSHIP	OUTPUT	DESIGN SPRINT	OUTPUT	TEAM CREATIVITY	OUTPUT	INSPIRING TEAM LEADERSHIP	DAYS	CERTIFICATE
	WORKSHOPS	Internal innovation topic	<ul style="list-style-type: none"> • Organization Innovation and change • Innovation Management • Trend forecasting • Design Thinking 	<ul style="list-style-type: none"> • Insights • Personal leadership vision • Internal innovation report 	<ul style="list-style-type: none"> • Presentation personal Innovation case. • Design sprint case • Speaker talks 	<ul style="list-style-type: none"> • Insights • Team design print planning 	<ul style="list-style-type: none"> • Organizing effective creative processes • Handling resistance • Increasing creative confidence • Brainstorming and artistic thinking techniques 	<ul style="list-style-type: none"> • Insights • Team brainstorm planning • Personal leadership vision 	<ul style="list-style-type: none"> • Presenting Personal leadership vision • From vision to team effort • Team and employee engagement • Encouraging ownership 	4	2
MODULE 3	OUTWARD LEADERSHIP	INPUT	BRAND LEADERSHIP	OUTPUT	VISION & CONCEPT	OUTPUT	BRAND STORYTELLING	OUTPUT	CHALLENGE PRESENTATIONS	DAYS	CERTIFICATE
	WORKSHOPS	Creative challenge by Versdenkers	<ul style="list-style-type: none"> • Case presentation creative challenge • Organisation-, Communication- and Creative strategy • How to: Brand positioning • How to: Creative strategy 	<ul style="list-style-type: none"> • Insights • Brand positioning & Creative strategy presentation 	<ul style="list-style-type: none"> • How to: Vision and Creative concept development • Creative direction & Brand experience • Inspiration: Creative Marketing and Advertising • Visual strategy and storytelling 	<ul style="list-style-type: none"> • Insights • Creative concept presentation 	<ul style="list-style-type: none"> • Brand & Customer experience • Inspiration: Art and Creative Brand storytelling • Storybuilding and The Heroes Journey • Content and media strategy 	<ul style="list-style-type: none"> • Brand storytelling presentation 	<ul style="list-style-type: none"> • Creative challenge presentation • Internal innovation result presentation 	3,5	3
									TOTAL NUMBER OF DAYS EXCL. CASES AND SELFSTUDY: 3 TO 5 DAYS	10,5	

Information

For more information about the program [please email us](#) to schedule a personal or group session.

Versdenkers is a training and consultancy agency for strategic creative thinking.

We offer management and leadership consultancy and training programs for teams and individuals.

- Leadership and innovation
- Team development and collaboration culture
- Brand strategy
- Creative consultancy
- Creative communication training ([Versdenkers Academy](#))

Contact

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