

Taste 4
Success

Skillnet



Masterclass Series 2024

Enhanced Creative Leadership

Masterclass 1

Introduction to Creative Thinking & Design Thinking

1 October 10-1pm [Online]

Masterclass 2

Problem finding & Opportunity Generation

8 October 10-1pm [Online]

Masterclass 3

From Insight to Impact: Transforming Ideas into Action

15 October 10-1pm [Online]

Masterclass 4

Enhanced Creative Leadership – agility, goals & value

29 October 10-1pm [Online]

Masterclass 5

Closing Project finale

26 November 10-1pm [Hybrid]



Register:

t4s.ie/Portal-Reg



Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Portal

Masterclass Series 2024

ENHANCED CREATIVE LEADERSHIP

Uncovering new user insights to drive business opportunity & growth

Implementing effective leadership at an organisational level can be challenging. Ensuring leadership practices consider, respect and engage with the people it impacts is essential. Effective creative leadership is multi-faceted; it demands a user-centred focus to organisational challenges, which explores solutions that meet end-user needs while aligning with strategic objectives and organisational goals. It involves openness, analysis and agility in order to work effectively at the individual, team, and organisational levels.

The result is an enhanced leadership approach that leads to shared ownership, enhanced adaptability, robust performance measurement and a strategy that supports positive staff engagement and responds effectively to the needs of end-users.

This programme introduces agile leadership principles that enhance team cooperation, boost organisational flexibility and guide teams through major transitions and change. Additionally, it offers a comprehensive exploration of creative leadership and design thinking, beginning with foundational principles and progressing to advanced techniques in problem finding, opportunity generation, and translating insights into impactful actions. Through a practical project, you will apply these tools to identify a new product, service, business model or process for your organisation, culminating in a presentation of your new proposition to peers in a closing programme finale.

There is a maximum of 20 places.

Masterclasses shall take place primarily online with the final session in-person in Portal, Trinity College Dublin. Online attendance will be an option for this final session for those with that preference.

Eligibility Criteria:

- Member Company must be registered and based in the Republic of Ireland
- Member Company must be a member of Taste 4 Success Skillnet
- Employees attending the series must be resident/living in the Republic of Ireland and must be employed by a Member Company

Participants will receive a certificate of completion and become professional alumni of Portal, Trinity's Ideas Workspace. For further information, please email info@taste4success.ie

Masterclass 1

Introduction to Creative Thinking & Design Thinking

1 October 10-1pm [Online]



This session will help you appreciate the power of creative thinking in a business environment. It will help you uncover your untapped creativity and empower you to tackle problems and exploit opportunities. This session also introduces Design Thinking methodology. You will discover how to apply the principles of Design Thinking to address real world challenges in your own business or organisation. You will learn how to apply a user-centred, iterative approach when tackling complex problems and developing products and services. You will examine the use of empathy mapping as a process for understanding a customer's journey to your product or service.

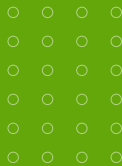
Learning outcomes - on completion of the Masterclass, you will be able to:

- Understand key concepts of creative thinking in a business environment
- Apply the key principles of Design Thinking as a process for creative problem solving
- Identify how Design Thinking could be applied within a wide variety of contexts, including your own work environment
- Reflect on how you could use empathy mapping as a process for building the customer's journey to your product or service

Masterclass 2

Problem finding & Opportunity Generation

8 October 10-1pm [Online]



This session will explore the areas of problem finding and opportunity generation. You will examine the role customer empathy plays in uncovering problems, revealing key customer insights and ultimately generating new opportunities for business growth.

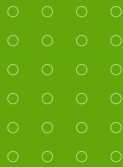
Learning outcomes - on completion of the Masterclass, you will be able to:

- Understand your customer base, customer segmentation and customer context
- Construct a view of your key customer traits using customer personas
- Reflect on new learning and understanding towards generating new customer opportunities

Masterclass 3

From Insight to Impact: Transforming Ideas into Action

15 October 10-1pm [Online]



This session will focus on taking action on the new value propositions and opportunities identified for your business. You will learn how to translate user insights uncovered through user empathy and customer segmentation into real challenges that, when tackled, can bring true value to your market and growth to your business. Through a practical project, supported by peer discussion and shared learning, this action-oriented session shall allow you to begin the process of identifying a new product, service, business model or business process that you shall develop further during the remainder of the programme.

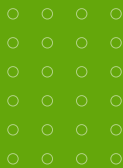
Learning outcomes - on completion of the Masterclass, you will be able to:

- Translate user insights into actionable business challenges that drive market value and business growth
- Consider new offerings that might address identified challenges and contribute to organizational growth and value
- Refine and enhance proposed solutions through peer discussion and shared learning experiences

Masterclass 4

Enhanced Creative Leadership - agility, goals & value

29 October 10-1pm [Online]



This session will introduce agile leadership principles that boost team cooperation, enhance organisational flexibility and help guide teams resiliently through major transitions and change. You will explore how to utilise KPIs (Key Performance Indicators) and OKRs (Objectives and Key Results) to track organisational progress against strategic goals. You will reflect on integrating these strategies into your leadership practices, ensuring a more rounded and comprehensive approach to team leadership in your organisation.

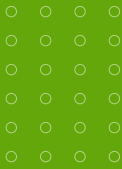
Learning outcomes - on completion of the Masterclass, you will be able to:

- Evaluate and integrate agile leadership approaches to enhance team collaboration and adaptability
- Develop and apply KPIs and OKRs to measure performance and drive strategic objectives
- Acquire strategies for leading teams through significant changes, maintaining morale, and fostering resilience

Masterclass 5

Closing Project finale

26 November 10-1pm [Hybrid]



This session will help you to refine, shape and clarify the new business offering identified in your practical project into a compelling and impactful pitch. You will explore techniques and practical skills that will enable you to bring your new business offering to life, both for yourself and for the customers that it shall serve.

Learning outcomes - on completion of the Masterclass, you will be able to:

- Apply techniques and practical skills to effectively present business offerings in an engaging and persuasive manner
- Clearly articulate the value proposition and potential market impact of business offerings
- Strengthen your proposition, and related pitch, through insights gained from peer presentations and feedback



Karl Thomas
Creatovation Ireland (Founder)

Dr. Karl Thomas is a consultant, leadership coach, trainer and facilitator.

Karl's focus is on developing high performance people who think differently in the field of business and innovation, creating future leaders who understand the value of communication, collaboration, critical thinking and creative problem solving as fundamental features of the innovation and business ecosystem.





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Riailtas na hÉireann
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