Creative Leadership & Innovation for Art Directors

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5 days training course

WHO SHOULD ATTEND?

- Art Directors & Associate Creative Directors
- UX/UI Designers with leadership roles
- Communication & Brand Leads
- Innovation & Product Teams
- Creative Managers and Team Leads

COURSE INTRODUCTION

This immersive course empowers Art Directors and creative professionals to become influential leaders and innovation catalysts within their teams and organizations. Participants will develop high-level creative leadership skills, strategic design thinking, and learn how to drive innovation using collaborative tools like Figma.

The program blends leadership theory, design innovation practices, and practical activities to build the mindset and toolset required for today's creative leaders.

COURSE OBJECTIVES

- Apply design thinking to solve creative challenges.
- Lead diverse creative teams with confidence and vision.
- Strategically influence through visual storytelling.
- Leverage tools like Figma to support collaboration and rapid ideation.
- Present ideas and creative directions with executive-level clarity.

Day 1: Foundations of Creative Leadership

Theme: From Designer to Leader – Understanding the Role of Creative Leadership

Topics Covered:

- The shift from individual contributor to creative leader
- Key differences between managing and leading in creative environments
- The role of the Art Director in balancing vision, strategy, and execution
- Modern leadership models: Transformational & Creative Leadership
- Common leadership challenges in creative teams — and how to solve them

Activities:

- Self-assessment: What's your creative leadership style?
- Group workshop: Analyze real-world leadership scenarios in creative teams

Day 2: Design Thinking & Strategic Innovation

Theme: Using Design Thinking as a Strategic Tool for Problem Solving

Topics Covered:

- The 5 phases of Design Thinking: Empathize, Define, Ideate, Prototype, Test
- Translating business problems into creative opportunities
- Innovation through constraints: Turning limits into design breakthroughs
- Ideation techniques: SCAMPER, Reverse Thinking, Brainwriting
- Case studies from top design-driven companies

Activities:

- Build a User Persona and define a core user need
- Team challenge: Solve a real creative challenge using design thinking principles

Day 3: Leading Creative Teams & Collaborative Tools

Theme: Managing Team Dynamics and Using Tools to Boost Collaboration

Topics Covered:

- Building a strong creative culture and psychological safety
- Structuring productive brainstorming and creative critique sessions

- Motivation and engagement in creative teams
- Conflict resolution and emotional intelligence in leadership
- **Intro to Figma:** Using Figma as a team collaboration and communication tool

Activities:

- Simulation: Run a team feedback session
- Hands-on project: Collaboratively design a user interface in Figma

Day 4: Visual Influence & Strategic Communication

Theme: Presenting Creative Ideas with Clarity, Strategy, and Impact

Topics Covered:

- Storytelling for visual thinkers: Building narratives with design
- How to pitch creative ideas to stakeholders and clients
- Strategic communication: Aligning design direction with business goals
- Visual persuasion techniques and concept framing
- Prototyping and showcasing ideas effectively with **Figma**

Activities:

- Build and present a rapid prototype
- Group feedback: Assess clarity, persuasion, and storytelling

Day 5: Scaling Creative Impact & Personal Growth

Theme: Developing Your Creative Leadership Roadmap

Topics Covered:

- Leading creative processes at scale (Design Systems, Ops, Strategy)
- Setting performance metrics and creative KPIs
- Coaching and mentoring junior creatives
- Personal branding as a creative leader
- Building a 6-month development plan to continue growing after the course

Activities:

- Capstone Project: Team-based final presentation of a creative concept
- Personal reflection: Draft your Creative Leadership Growth Plan

DOCUMENTATION

The **MTC team** has meticulously prepared **high-quality training materials** for distribution to all delegates.

CERTIFICATES

An **accredited Certificate of Completion** will be awarded to participants who successfully attend and complete the program.

SCHEDULE

Course sessions are scheduled as follows:

- **Morning Session:** 09:00 AM – 1:00 PM
- **Afternoon Session:** 01:00 PM – 05:00 PM

REGISTRATION & PAYMENT

To register, please complete the **registration form** available on the course page and submit it with your **preferred payment method**. Alternatively, you can contact us via **email or WhatsApp** for assistance.

TRAVEL & TRANSPORT

We ensure a **seamless travel experience** by providing **airport-hotel-airport** transfers for all participants.