



Certificate in Leading and Managing Breakthrough Innovation



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Meirc
Training & Consulting

Why Attend

Constant innovation is the only insurance against increasing global competition. It is critical for organizations to have leaders that understand the process of innovation and who can successfully navigate their organization through change. Those who are able to innovate and manage organizational transformation will be in a better position to capitalize on the opportunities presented by the ever-changing environment and influence the future that is being created today.

This course includes the use of ExperienceChange™ simulation software which is an expert-guided program designed to help participants execute ideas while teaching the essentials of successful change. Backed by over 20 years of research, industry insights and results, the simulation combines proven approaches with hands-on practice in an engaging, low-risk, high-impact experience. ExperienceChange™ simulates a year-in-the-life of a team leading innovation and transformation in an organization that is facing increasing competition and changing product landscapes.

In addition to receiving Meirc's attendance certificate, successful participants will receive a certificate from ExperiencePoint, a leading provider of innovation and organizational transformation guidance based in Canada.

Course Methodology

This course includes the use of the ExperienceChange™ software that uses a customized case study to demonstrate the different components of innovation and organizational transformation. In addition, the course utilizes individual debriefs, group discussions, role-playing scenarios, videos, and presentations.

Course Objectives

By the end of the course, participants will be able to:

- Demonstrate understanding of the linkage between innovation and organizational transformation
- Quickly turn powerful ideas and solutions into reality
- Lead organizations and teams through the different steps of organizational transformation
- Align and engage stakeholders around new ways of doing things
- Build a highly engaged culture of innovation and execution

Target Audience

All leaders, managers and senior professionals who are involved in influencing, formulating or supporting innovation and organizational transformation in their department or organization, as well as those who are interested in learning more about innovation leadership and change management.

Target Competencies

- Innovation leadership
- Creative thinking
- Critical thinking
- Conceptual thinking
- Stakeholder management
- Managing organizational transformation

Course Outline

- Innovation and organizational transformation
 - The journey to impact
 - Creating a great solution
 - Realizing the full potential of the solution
 - The solution focus
 - The organization focus
- Leading innovation
 - Co-creating the future



- Involving relevant stakeholders
 - Problem solving methods
 - Creating something new
 - Design thinking
 - Optimizing what exists today
 - Optimizing using Lean
 - Optimizing using Six Sigma
- Leading organizational transformation
 - The definition of organizational transformation
 - Organizational transformation as a discipline
 - Organizational transformation lessons
 - Assessing the situation
 - Interviewing stakeholders
 - Driving forces
 - Restraining forces
 - Force Field
 - The journey from challenge to impact
 - Feeling the dip
 - Moderating the dip
 - Realizing great solutions through transformation
 - The organizational transformation process
- Aligning key stakeholders
 - Step 1: Understand the problem
 - Step 2: Enlist champions
 - Step 3: Envisage the future
- Engaging the organization
 - Step 4: Motivate
 - Articulate the vision
 - Vision characteristics
 - Measure success
 - Step 5: Communicate
 - Step 6: Act
 - Step 7: Consolidate
 - Models and tools
 - Human-centered mindsets
 - Reflexes: ask and say
 - Continuous improvement



Meirc Professional Certificate (MPC)

MPC certified courses by Meirc Training & Consulting are designed for those willing to challenge themselves and go the extra distance. Participants who fully attend an MPC course and successfully complete the test on the last day, will receive a Meirc Professional Certificate (MPC), in addition to the one they receive for full attendance. MPC certificates are regionally recognized and can be quite valuable when applying for more senior roles within the organization or outside.



Fees: US\$ (including coffee breaks and a buffet lunch daily)

Per participant - 2019

US\$ 5100

Fees + VAT as applicable

UAE Tax Registration Number 100239834300003



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
7 - 11 Apr, 2019	Organizational Leadership	English	Dubai	US\$ 4800
14 - 18 Apr, 2019	Adaptive Leadership: Tools and Tactics	Arabic	Dubai	US\$ 4800
14 - 18 Apr, 2019	ILM Endorsed Middle Management Skills	English	Dubai	US\$ 5100
14 - 18 Apr, 2019	The Leadership Program for GCC Executives	English	Dubai	US\$ 5100
21 - 25 Apr, 2019	Six Dimensions of Effective Accounting and Finance Teams	English	Dubai	US\$ 4800
28 Apr - 2 May, 2019	Certified Professional Manager	English	Dubai	US\$ 5100
28 Apr - 2 May, 2019	Empowering the Workplace for Greater Impact	English	Dubai	US\$ 4800
28 Apr - 2 May, 2019	Leadership and Communication	English	Cairo	US\$ 4800
9 - 13 Jun, 2019	ILM Endorsed Leading and Managing Change	English	Dubai	US\$ 5100
9 - 13 Jun, 2019	Leadership and Communication	English	Dubai	US\$ 4800
12 - 14 Jun, 2019	Adaptive Leadership Skills	English	Beirut	US\$ 3600
16 - 20 Jun, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5100
16 - 20 Jun, 2019	The Leadership Challenge® Workshop	English	Dubai	US\$ 5100
23 - 27 Jun, 2019	Certified Team Leader	English	Dubai	US\$ 5100
23 - 27 Jun, 2019	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	English	Dubai	US\$ 5100
30 Jun - 4 Jul, 2019	Managing Self and Leading Others	English	Dubai	US\$ 4800
30 Jun - 4 Jul, 2019	Results Based Leadership	Arabic	Dubai	US\$ 4800
30 Jun - 4 Jul, 2019	Supervisory Skills	Arabic	Dubai	US\$ 4800
7 - 11 Jul, 2019	Management Skills and Techniques for Engineers	English	Dubai	US\$ 4800
7 - 11 Jul, 2019	Organizational Leadership	English	Kuala Lumpur	US\$ 4800
14 - 18 Jul, 2019	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5100
14 - 18 Jul, 2019	Leading with Agility and Resilience	English	Dubai	US\$ 4800
21 - 25 Jul, 2019	Leadership and Communication	English	Vienna	US\$ 4800
21 - 25 Jul, 2019	Transformational Change and Strategic Leadership	English	Dubai	US\$ 4800
28 Jul - 1 Aug, 2019	ILM Endorsed Middle Management Skills	English	Kuala Lumpur	US\$ 5100
4 - 8 Aug, 2019	Certified Professional Manager	English	Vienna	US\$ 5100



Courses in Leadership and Management

Dates	Course Name	Language	Location	Fees
4 - 8 Aug, 2019	The Certified Supervisor	English	Dubai	US\$ 5100
18 - 22 Aug, 2019	ILM Endorsed Managerial Decision Making and Problem Solving	English	Dubai	US\$ 5100
18 - 22 Aug, 2019	The Power of Leaders	English	Dubai	US\$ 4800
25 - 29 Aug, 2019	Leadership and Communication	Arabic	Dubai	US\$ 4800
25 - 29 Aug, 2019	Leading a Team of Champions	English	Dubai	US\$ 4800
25 - 29 Aug, 2019	Managing Up, Down and Across for Better Results	English	Dubai	US\$ 4800
26 - 30 Aug, 2019	Creative Leadership and Innovative Thinking	Arabic	Athens	US\$ 4800
1 - 5 Sep, 2019	Adaptive Leadership: Tools and Tactics	English	Dubai	US\$ 4800
1 - 5 Sep, 2019	The Leadership Challenge Continues®	English	Dubai	US\$ 5100
8 - 12 Sep, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5100
15 - 19 Sep, 2019	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Riyadh	US\$ 5100
15 - 19 Sep, 2019	Leadership and Communication	English	Riyadh	US\$ 4800
22 - 26 Sep, 2019	Managing Self and Leading Others	English	Dubai	US\$ 4800
29 Sep - 3 Oct, 2019	Organizational Leadership	English	Dubai	US\$ 4800
6 - 10 Oct, 2019	Certificate in Leading Innovation and Organizational Transformation	English	Dubai	US\$ 5100
6 - 10 Oct, 2019	Supervisory Skills	English	Dubai	US\$ 4800
13 - 17 Oct, 2019	Management Skills and Techniques for Engineers	English	Dubai	US\$ 4800
13 - 17 Oct, 2019	Results Based Leadership	English	Dubai	US\$ 4800
13 - 17 Oct, 2019	Six Dimensions of Effective Accounting and Finance Teams	English	Dubai	US\$ 4800
20 - 24 Oct, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5100
20 - 24 Oct, 2019	Certified Team Leader	Arabic	Dubai	US\$ 5100
20 - 24 Oct, 2019	Empowering the Workplace for Greater Impact	English	Dubai	US\$ 4800
20 - 24 Oct, 2019	Leadership and Communication	English	Dubai	US\$ 4800
27 - 31 Oct, 2019	Good to Great Management: The Road Ahead	English	Dubai	US\$ 4800
3 - 7 Nov, 2019	ILM Endorsed Leading and Managing Change	English	Dubai	US\$ 5100
3 - 7 Nov, 2019	Managing Self and Leading Others	Arabic	Dubai	US\$ 4800
3 - 7 Nov, 2019	The Certified Supervisor	Arabic	Dubai	US\$ 5100



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Dates	Course Name	Language	Location	Fees
10 - 14 Nov, 2019	Adaptive Leadership: Tools and Tactics	Arabic	Dubai	US\$ 4800
10 - 14 Nov, 2019	Leadership and Communication	Arabic	Dubai	US\$ 4800
17 - 21 Nov, 2019	Certified Professional Manager	English	Dubai	US\$ 5100
17 - 21 Nov, 2019	The Power of Leaders	Arabic	Dubai	US\$ 4800
24 - 28 Nov, 2019	ILM Endorsed Coaching and Mentoring Skills for Managers and Supervisors	Arabic	Dubai	US\$ 5100
24 - 28 Nov, 2019	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	Arabic	Dubai	US\$ 5100
24 - 28 Nov, 2019	ILM Endorsed Managerial Decision Making and Problem Solving	Arabic	Dubai	US\$ 5100
1 - 5 Dec, 2019	Leading a Team of Champions	Arabic	Dubai	US\$ 4800
8 - 12 Dec, 2019	Organizational Leadership	English	Dubai	US\$ 4800
8 - 12 Dec, 2019	The Certified Supervisor	English	Dubai	US\$ 5100
15 - 19 Dec, 2019	ILM Endorsed Middle Management Skills	Arabic	Dubai	US\$ 5100
15 - 19 Dec, 2019	The Leadership Challenge® Workshop	English	Dubai	US\$ 5100
15 - 19 Dec, 2019	Managing Self and Leading Others	English	Dubai	US\$ 4800
22 - 26 Dec, 2019	Certified Professional Manager	Arabic	Dubai	US\$ 5100
22 - 26 Dec, 2019	Leadership and Communication	English	Dubai	US\$ 4800
29 Dec - 2 Jan, 2020	Certified Team Leader	English	Dubai	US\$ 5100
29 Dec - 2 Jan, 2020	ILM Endorsed Key Managerial Skills for New Managers and Supervisors	English	Dubai	US\$ 5100



Meirc Timeline

2018

Meirc celebrates its 60th anniversary

2015

Meirc relocates to its newly acquired HQ office in Bay Square, Business Bay, Dubai

2014

Meirc adds PLUS Specialty Training, a new division providing technical and industry-specific courses

2007

Meirc opens an office in Jeddah, Saudi Arabia

2004

Meirc opens an office in Abu Dhabi, UAE

1997

Meirc is the 1st training company in the region to have its own website

1991

Meirc becomes headquartered in Dubai, UAE

1988

Meirc celebrates its 30th anniversary with its advisory committee (Aramco, Bapco, KOC, QPC)

1967

Meirc builds its own office building in Beirut

1958

Meirc is founded in Beirut by the late Simon Siksek

