

## "Creative leadership"

### *Advanced psychological competencies and development of creativity program*

A modern creative approach (humanistic paradigm) in business and management is a win-win strategy, capturing the following priorities: the human values, a favorable psychological climate, a creative business culture and also self-realization and development.

In context of this approach management is regarded as cooperation and guidance; and subordination turns into commitment. Operations management is established on internal regulations and standards, as well as on in-company values and traditions.

The companies of humanistic paradigm and their products possess a number of unique competitive advantages. And – above all - a person engaged in a creative professional process succeeds in satisfying his need in a complete self-realization, which in its turn is a main factor of his psychological health and his personal social significance.

The creative professional activity is the only way to a harmonic integration between the spirituality and the prosiness making the spiritual component- inspiration - the basis of person's job, life and modus vivendi.

To be initiated and then effectively operated in this creative approach the company requires its leader to be a creative, integral and psychologically competent personality. The leader's role is not only to fully understand and observe the laws of the group creative process, but also to deliver the main sense of the company's process, to embody the humanistic values and other in-company principles.

The people led by a strong, wise, fair and psychologically competent personality are joined together not only by the common perspectives and values, but also because they experience credence to their leader which results in their sense of safety and self-assurance and also confidence in their future and aspirations. Moreover the group of people organized and working on the basis of humanistic principles, comprises the following informal relationship features: mutual understanding and support, friendliness and trust, all of these being the basis for structural and functional productivity of the company.

This places the special demands on professional and personal competences of the leaders in companies working in humanistic paradigm.

**"Creative leadership" is the program of teaching and psychological preparation of heads, CEO and HR managers of the companies aiming at developing skills and personal qualities necessary for initiating and operating the group creative process.**

The concept and methods used in this program are based on approaches and techniques applied in transpersonal psychology.

The program structure consisting of 14 modules provides high efficiency and is very convenient for the students .Every module consists of 6-12 classes, 4 academic hours each. Passing a module provides the entire practical and theoretical psychological background on the given subject. Some of the classes are being the parts of 2 or more modules. The participant once completed certain class in one module is off with it in the other.

The program modules:

History of management and leadership  
Management and leadership  
Work and life strategy

Business functioning processes  
Organizational structure  
People as key to success  
Emotional intelligence  
Identity and integrity  
Developing charisma  
Personality of the leader  
Creativity  
Commitment  
Team management  
Intuition and ability to cope with uncertainty.

Trainers of the program

Gennady Brevde, PhD, certified European Transpersonal Psychotherapist

Eugenia Semina, coach, certified business trainer, owner and General Director of Workshop of Management and ILM training companies.

Additional information and details on [www.edu.ilm.ru](http://www.edu.ilm.ru)