

# CREATIVE LEADERSHIP [MAN013]

## *Leading and Managing Creative & Diverse Teams*

**SAQA Unit Standard:** 15231      **NQF level:** 5      **Credits:** 4

**Duration:** 3 days

### **OVERVIEW:**

Money is tight. Budgets are being cut. Stress levels are high. Your team is not delivering. You feel like you are drowning, so it's easy to let the emotions get to you and those around you. Take a deep breath, look around, and remind yourself of the leader you are and would like to become.

What leaders do and what they achieve seems to be a key focus in current literature on the topic of leadership. True leaders possess a strong and compelling vision that expresses what they want and what they value. Besides possessing vision, authentic leaders understand that they are fallible, they make mistakes and that they have weaknesses as well as strengths.

They understand that being a leader is a process of ongoing development, change and learning. There are no quick and easy steps to achieving greatness – just the ongoing opportunity and challenge to increase one's self-understanding and the world one lives in. So take charge, make a change, whether for personal or business. And turn your ship around!

This intense 3-day workshop is aimed at anyone in a leadership position in the creative industry who wants to work and manage a diverse group of people, and to lead by example and make effective changes. Managers will learn how to create and use a range of resources to effectively manage teams, sections, departments or divisions. It covers a wide range of theoretical concepts such as:

Workshop outcomes:

- Situational Leadership
- Motivating Employees
- Delegating & Effective Communication
- Understanding Generational Gaps
- Managing for Change
- Dealing with Emotions

**NB. Participants will receive printed workbooks (resource file) that can aid them in improving their leadership skills in the workplace.**