



# The Innovative Leaders Journey to SPAIN

**Empowering Women Leaders and Entrepreneurs  
through Innovation and Excellency**

**17-20 November 2024**

**Register now**

[WWW.RETHINKERS.ME](http://WWW.RETHINKERS.ME)

 +962 7 9984 8816

 [info@rethinkers.me](mailto:info@rethinkers.me)



## Overview:

Welcome to an exceptional training program designed for women leaders in for-profit and non-profit organizations, as well as entrepreneurs seeking to lead innovation and achieve excellence in their institutions.

This program is offered by Rethinkers, a Jordanian-British institution specializing in innovation. The innovation program is based on the latest scientific innovation models, such as Innovation360 accredited in Stockholm, and is delivered by certified innovation experts over four days, from November 17 to 20, 2024, in the beautiful city of Barcelona. Participants will explore innovative tools and methods that combine practical knowledge with cultural experiences.





## 1 Day one

### Essentials of Innovative Leadership

#### Morning Session & Hours:

#### Fundamentals of Innovative Leadership

- Introduction to Innovation and Innovative Leadership: Understand the basic concepts of innovative leadership and its key role in today's business environment.
- Emotional Intelligence in Leadership: Learn how emotional intelligence enhances leadership effectiveness and can be used to lead teams toward innovation.
- Leadership vs. Management in Innovation: Explore the differences between leadership and management in the context of innovation and how to balance both for optimal results.
- **Afternoon Activity: Tour of Old Barcelona**  
Enjoy a guided tour of the historical landmarks of Old Barcelona, with a focus on the role of leadership and innovation throughout the city's history.

## 2 Day Two

### Innovation Tools and Creative Thinking Models

#### Morning Session & Hours:

#### Innovation Tools and Techniques

- Design Thinking Workshop: Learn how to use the design thinking methodology to develop innovative solutions and think from the customer's perspective.
- Creative Tools Checklist: Explore tools like mind mapping and the SCAMPER technique for generating creative ideas.
- Upside Down Innovation: Learn how to challenge traditional thinking and innovate outside the box.
- **Optional Afternoon Activity: Shopping Trip to La Roca Village Outlet**



# INNOVATI°N 360



## 3 Day Three

Applying Innovation in Organizations

### Morning Session & Hours: Execution and Team Building

- **Applying Innovation in Organizations:** Learn how to integrate innovation into the organization's culture and daily operations to ensure sustainability.
- **Building an Innovative Team:** Discover how to foster a culture that supports innovation within the team and encourages creativity and calculated risk-taking.
- **Innovation Roadmap:** Develop a personal action plan to lead and apply innovation effectively in your organization.
- **Optional Afternoon Activity: Tour of Museums and Creative Architectural Arts**  
Explore Spanish arts and culture by visiting historical art museums, reflecting on the role of leadership and innovation through the ages.



## **4** Day Four

Advanced Innovation Techniques and Certification Ceremony

### **Morning Session & Hours:** **Advanced Innovation Techniques**

- **Eureka Process:** Learn how to turn innovative ideas into practical results through the systematic Eureka process.
- **Group Innovation Exercise:** Participate in a group exercise to apply innovative tools and techniques to a real-world challenge.
- **Certification Ceremony:** Celebrate your success in completing the program and receive your Innovative Leadership for Entrepreneurs certificate.
- **Afternoon: Free Time and Departure Preparation for the Following Day**

### **Effective Training Methods: Turning Ideas into Actions**

1. Interactive games and learning competitions
2. Group brainstorming and team-building
3. Hands-on workshops for innovation models
4. Scenario-based training
5. Problem-solving through discussions
6. Role-playing
7. Demonstrations and videos



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## Program Trainer: Dr. Lana Al-Mubaidain

### **Dr. Lana**

holds a Master's and PhD in Talent Development and Creativity. She is the founder and CEO of Rethinkers, specializing in talent, creativity, and innovation. Dr. Lana is an internationally recognized innovation consultant, a certified trainer with Innovation³ in Stockholm, and an international representative for Thinking School International from the UK.

With extensive experience, she provides international training in transforming organizations into innovation hubs in collaboration with Thinking Matters from London. She is a certified trainer in The Digital Thinkers Keys and a certified trainer with the renowned international expert Tony Ryan from Australia. She is also a certified international evaluator with

EFQM and the King Abdullah II Center for Excellence in institutional excellence.

Dr. Lana is an expert in measuring intelligence, creativity, innovation, and identifying gifted individuals. She works as a consultant and certified researcher with international organizations such as ESCWA, ICU, UNICEF, and USAID in the fields of leadership, innovation, and childhood. She is an expert in innovative programs like SCAMPER for creativity, CoRT, TRIZ (creative problem-solving), SIX HATS, multiple intelligences, institutional innovation, and innovation management, and holds a Certified Innovation Practitioner certificate.

In addition to her work identifying gifted individuals and developing enrichment programs, she has authored several books, including Thinking Outside the Box and Let's Play SCAMPER in Developing Imagination, alongside a comprehensive curriculum for teaching thinking. Dr. Lana has provided innovation leadership training to many banks, companies, and ministries both inside and outside Jordan, including Dubai, Saudi Arabia, and Jordan, making her a pioneer in transforming organizations into centers of innovation and creativity.



Dr.Lana Mbideen



## Program cost

● Including training fees, internal flights and lunch only 2850 euros

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## Terms and Instructions:

- **Registration Fees and Payment:** Full payment is required to confirm the booking. A 50% refund is available for cancellations made more than 30 days before the program starts. No refund is available after this period.
- **Participation:** The program is for women leaders and entrepreneurs, and participants must meet the criteria outlined in the invitation.  
**Visas and Travel:** Participants are responsible for obtaining their visas and meeting travel requirements.
- **Accommodation:** Recommended hotels during the program include some of the best hotels in central Barcelona. Participants are responsible for booking accommodations, but organizers will assist with pre-booking after payment is made.
- **Accommodation fees:** Single person 120 euros per night, two people 170 euros per night, prices include breakfast.
- **Program Adherence:** Participants are required to attend all activities and sessions. Late arrivals or early departures will not qualify for certification.
- **Legal Responsibility:** Organizers are not responsible for personal injury or loss of luggage. Each participant must take their own safety precautions.
- **Program Changes:** Organizers reserve the right to make minor program changes based on circumstances while maintaining quality and educational value. Participants will be informed in advance of optional recreational activities like tours and shopping.
- **Arrival Recommendation:** It is preferable to arrive the day before the program starts, on November 17 to ensure timely participation.

## Booking information

1. The program will be held at the Hotel Barcelona center.
2. The participant is not obligated to stay in the same hotel.
3. The reservation will not be confirmed unless a copy of the payment notice is sent.

We are pleased to inform you that we have secured a special discount for your stay at the *\*Barcelona Center Hotel\**. Please follow the instructions below to ensure you receive the discounted rate:

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1. **\*Use a computer\***: Please use a computer (not a mobile phone) to make your reservation.
2. **\*Click on the link\***: [Barcelona Center Hotel Booking Link] (<https://www.hotelescenter.es/en/hotel-barcelona-center/>)
3. **\*Select dates\***: Please select your dates of stay.
4. **\*Select number of adults\***: Please specify the number of adults in the room.
5. Please request the promo code from the program administrator.
6. **\*Select AKADEMIET option\***: Choose the "AKADEMIET" option and click on "Select".
7. **\*Complete the reservation\***: Click on the "Academiet" button, then fill in all the details and complete the reservation process.

### **\*Prices\***:

- **\*One person\***: 145 euros per night, including breakfast.
- **\*Two people\***: 165 euros per night, including breakfast.

### **\*Payment\***:

- Payment is made directly at the hotel, and a credit card is required as a guarantee for the reservation.

### **\*Cancellation Policy\***:

- Free cancellation until November 9th.

We wish you a pleasant stay and a wonderful experience during the course!



# Thank

# You

