



Consulting and Training | Reach New Heights

Course Name

Mastering Innovation: Strategy, Process and Tools

Sector Name

Management And Leadership

Document Type

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Mastering Innovation: Strategy, Process and Tools

Course Introduction

This **5-day** program equips participants with the knowledge, frameworks, and tools to drive innovation strategically and systematically.

The course explores the interplay between innovation strategy, process design, and practical tools that support the end-to-end innovation journey. Participants will learn to lead innovation with a structured approach that delivers business value, sustains competitive advantage, and fosters a culture of creativity and experimentation.

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Mastering Innovation: Strategy, Process and Tools

Target Audience

- ✓ Senior executives and strategic leaders
- ✓ Innovation and R&D managers
- ✓ Product and service development teams
- ✓ Business transformation and digital officers
- ✓ Entrepreneurs and intrapreneurs
- ✓ Corporate strategy, marketing, and design professionals
- ✓ Public sector and NGO leaders promoting innovation initiatives

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Learning Objectives

- ✓ Understand the strategic importance of innovation in a dynamic business environment.
- ✓ Learn frameworks to align innovation with business goals and market needs.
- ✓ Design and manage innovation processes from ideation to execution.
- ✓ Use tools and techniques to facilitate creativity, problem-solving, and solution development.
- ✓ Analyze different types of innovation (disruptive, incremental, open) and when to apply them.
- ✓ Develop leadership skills to manage risk, uncertainty, and innovation teams.
- ✓ Create an innovation roadmap and performance metrics to measure impact.

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Course Outline

✓ DAY 01

Strategic Foundations of Innovation

- ✓ Why innovate? The case for innovation in competitive strategy
- ✓ Types of innovation: product, process, business model, customer experience
- ✓ Disruptive vs. sustaining innovation
- ✓ Strategic alignment: innovation goals vs. business strategy
- ✓ Case study: Innovation strategies from leading firms
- ✓ Workshop: Assess your organization's innovation maturity

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Course Outline

✓ Day 02

Innovation Frameworks and Models

- ✓ Innovation Ambition Matrix and Portfolio Management
- ✓ Stage-Gate and Lean Innovation Models
- ✓ Design Thinking for problem discovery and idea generation
- ✓ Agile innovation and iterative testing
- ✓ Open innovation and partnerships
- ✓ Group exercise: Select the right framework for your organization

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Course Outline

✓ Day 03

Managing the Innovation Process

- ✓ Innovation process lifecycle: from idea to implementation
- ✓ Ideation tools: SCAMPER, TRIZ, Brainstorming
- ✓ Idea evaluation and selection techniques
- ✓ Prototyping and MVP development
- ✓ Innovation governance: roles, resources, and accountability
- ✓ Simulation: Running a rapid innovation sprint

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Course Outline

✓ Day 04

Innovation Culture and Leadership

- ✓ Building an innovation-friendly culture
- ✓ Psychological safety, failure tolerance, and team diversity
- ✓ Leadership competencies for innovation
- ✓ Overcoming organizational resistance and silos
- ✓ Rewarding and scaling successful innovations
- ✓ Panel discussion or case: Leading innovation in large enterprises

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Course Outline

✓ Day 05

Innovation Strategy Execution and Impact

- ✓ Innovation roadmap development and prioritization
- ✓ Aligning innovation with KPIs and business impact metrics
- ✓ Sustaining innovation: systems and incentives
- ✓ Future trends: AI, sustainability, digital ecosystems
- ✓ Capstone project: Presenting your innovation strategy and process map
- ✓ Peer review, feedback, and course wrap-up

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Aug. 3, 2026	Aug. 7, 2026	5 days	6220.00 \$	USA , California
Aug. 2, 2026	Aug. 6, 2026	5 days	2150.00 \$	Virtual , Online
Oct. 19, 2026	Oct. 23, 2026	5 days	4250.00 \$	UAE , Dubai
April 4, 2027	April 8, 2027	5 days	4250.00 \$	KSA , Riyadh

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