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Course Name

Innovation strategies in the work environment

Sector Name

Digital Transformation and Innovation

Document Type

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Course Introduction

Einstein said, “If you always do what you always did, you will always get what you always got.” So if you are looking to make a quantum leap in developing your organization, you will need to think differently about how to improve your quality and devise extraordinary solutions to overcome the various crises you may face.

Here comes “Innovation”, which is considered a key factor for success in today's world, as it enhances the ability to develop decision-making processes by improving the way we think about challenges, and helps organizations to grow faster and spread their business efficiently, which is positively reflected in achieving the desired success goals.

This training program is designed to provide participants with the relevant concepts of innovation that will enable them to have an in-depth knowledge of its importance, not only in the organization but in the global market as well. This program will help participants to identify how to empower others to develop innovative ideas, generate innovative ideas techniques, and create an innovative workplace within an organization efficiently.

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Target Audience

- ✓ Innovation Manager
- ✓ Strategy Consultant
- ✓ Chief Innovation Officer (CINO)
- ✓ Business Development Manager
- ✓ R&D Manager
- ✓ Product Manager
- ✓ Change Management Specialist
- ✓ HR Manager (Workplace Innovation)
- ✓ Corporate Trainer
- ✓ Operations Manager

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Learning Objectives

- ✓ Gain a comprehensive understanding of the concept of innovation, its importance in the organization and global economy.
- ✓ Identify the Evaluation of Human Creativity.
- ✓ Identify and use methods and tools for generating innovative ideas
- ✓ Adapt an innovative process in the organization.
- ✓ Influence and support your team to be more innovative.

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Course Outline

✓ Day 01

Introduction to Innovation

- ✓ The Evaluation of Human Creativity.
- ✓ What Is Innovation?
- ✓ Innovation and Your Organization.
- ✓ Innovation in a complex Global Network.
- ✓ Understanding Where Our Innovative Thinking Comes From – How The Brain Works
- ✓ Understanding the cycle of Innovation

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Course Outline

✓ Day 02

An innovative culture

- ✓ Models of innovation processes
- ✓ How to use the design approach framework
- ✓ Influencing and Supporting Innovative Ideas
- ✓ Empowering your team to develop innovative ideas
- ✓ Helping your team to collaborate and to share knowledge

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Course Outline

✓ Day 03

Planning Innovation

- ✓ Simple methods and techniques to develop creativity and innovation
- ✓ Identifying ways to further develop creative thinking
- ✓ Methods and tools for generating innovative ideas
- ✓ Workshop

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Course Outline

✓ Day 04

Brainstorming or blue-sky thinking session

- ✓ Reverse brainstorming
- ✓ Sort cards or mind maps
- ✓ Sticky notes/Metaplanning technique
- ✓ Identifying when best to use each idea generation technique

Exploring the idea generation process

- ✓ The Brainstorming Technique
- ✓ The six thinking hats
- ✓ De Bono’s four thinking styles

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Course Outline

✓ Day 05

Industry Examples of Innovative Thinking in Action

- ✓ How can innovation solve complex Problems in the world? (Case Studies)
- ✓ Models for Applying Innovative Thinking.
- ✓ Innovative Thinking Opportunities.
- ✓ Opportunities To Apply Consistent Innovative Thinking to Working Practices in Your Organization.
- ✓ Steps Towards Implementation of Innovative Thinking In Your Organization.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Oct. 4, 2027	Oct. 8, 2027	5 days	4250.00 $	UAE , Dubai
April 26, 2027	April 30, 2027	5 days	4250.00 $	UAE , Dubai
Dec. 28, 2026	Jan. 1, 2027	5 days	5950.00 $	USA , Los Angeles
Jan. 31, 2027	Feb. 4, 2027	5 days	4250.00 $	KSA , Riyadh

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