

# € TRAINING

Strategic Management of Innovation

A group of four smiling business professionals (two men and two women) are seated at a table in a meeting room. They are all wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office environment with large windows.

9 - 13 September 2024  
Amsterdam (Netherlands)



# Strategic Management of Innovation

REF: ST1068 DATE: 9 - 13 September 2024 Venue: Amsterdam (Netherlands) - Fee: 5565 Euro

## Introduction:

This training program delves into the strategic management of innovation, designed to empower participants with methodologies and insights essential for fostering and managing innovation within their organizations. It focus on aligning innovative processes with strategic business goals to drive competitive advantage and sustainability.

## Program Objectives:

By the end of this program, participants will be able to:

- Understand the dynamics of innovation within a strategic management framework.
- Develop strategies to encourage creativity and innovation in their teams.
- Integrate innovation with corporate strategy to achieve market leadership.
- Implement systems to measure and enhance the impact of innovation.
- Navigate challenges associated with managing innovation in a corporate setting.

## Targeted Audience:

- Innovation Managers.
- R&D Managers.
- Strategic Planners.
- Business Leaders.
- Product Development Managers.

## Program Outline:

### Unit 1:

#### Understanding Innovation in Strategic Management:

- Defining innovation and its importance in strategic management.
- Different types of innovation: disruptive, incremental, and radical.
- The role of leadership in fostering an innovative culture.

- Assessing the current innovation landscape and competitive environment.
- Establishing a framework for sustainable innovation management.

## Unit 2:

### Cultivating Innovation and Creativity:

- Techniques to stimulate creativity and innovation within teams.
- Organizational structures that support innovative thinking.
- Overcoming barriers to innovation in established companies.
- Developing and implementing effective idea management processes.
- Case study about innovative culture transformation.

## Unit 3:

### Linking Innovation to Strategic Goals:

- Aligning innovation initiatives with business objectives.
- Strategic planning for product and service innovation.
- Utilizing technology roadmapping and portfolio management.
- Funding and resources allocation for innovation projects.
- Importance Partnerships and collaborations to enhance innovative capabilities.

## Unit 4:

### Measuring and Enhancing Innovation Performance:

- Key performance indicators KPIs for innovation.
- Tools and methodologies for measuring innovation impact.
- Continuous improvement cycles for innovation processes.
- Feedback mechanisms from market and customer insights.
- Leveraging data analytics for innovation strategy refinement.

## Unit 5:



## Navigating Challenges in Innovation Management:

- Managing risk and uncertainty in innovation projects.
- Ethical considerations and compliance in new product development.
- Scaling up innovations and managing change.
- Integrating new innovations into existing business operations.
- Preparing for future trends and challenges in innovation management.