€TRAINING

Innovation Management and Strategy Development

3 - 7 March 2025
Madrid (Spain)

Innovation Management and Strategy Development

REF: ST2815 DATE: 3 - 7 March 2025 Venue: Madrid (Spain) - Fee: 5300 Euro

Introduction:

This training program equips participants with the knowledge and skills necessary to foster a culture of innovation, develop innovative processes, and implement effective strategies to manage and leverage innovation within their organizations. It enables participants to drive meaningful change and improve organizational performance.

Program Objectives:

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

- Understand the principles and importance of innovation management.

- Develop the skills to create and implement innovation strategies.

- Analyze various innovation models and frameworks.

- Foster a culture of creativity and innovation within teams.

- Evaluate and measure the success of innovation initiatives.

Target Audience:

- Mid-level managers and team leaders involved in strategy development.

- Professionals in research and development, product development, and marketing.

- Employees interested in fostering a culture of innovation within their organization.

Program Outlines:

Unit 1:

Understanding Innovation Management:

- Definition and Importance of Innovation.

- Types of Innovation: Incremental vs. Disruptive.

- The Innovation Process: Stages and Phases.

- Key Drivers of Innovation in Organizations.

- Challenges in Managing Innovation.

Unit 2:

Innovation Strategies and Models:

- Overview of Innovation Strategies.

- Open Innovation vs. Closed Innovation.

- Innovation Models: Stage-Gate, Lean Startup, and Agile.

- Strategic Planning for Innovation.

- Case Studies of Successful Innovation Strategies.

Unit 3:

Fostering a Culture of Innovation:

- Leadership's Role in Promoting Innovation.

- Techniques for Building Cross-Functional Teams.

- Encouraging Creativity and Risk-Taking.

- Tools and Techniques for Brainstorming.

- Measuring and Rewarding Innovative Behavior.

Unit 4:

Implementing Innovation Initiatives:

- Designing an Innovation Framework.

- Resource Allocation for Innovation Projects.

- Managing the Innovation Pipeline.

- Techniques for Prototyping and Testing Ideas.

- Overcoming Resistance to Change.

Unit 5:

Evaluating Innovation Outcomes:

- Key Performance Indicators for Innovation.

- Analyzing the Impact of Innovation on Business Performance.

- Feedback Mechanisms for Continuous Improvement.

- Best methods for Reporting and Communicating Innovation Success.

- Future Trends in Innovation Management.