



Digital Transformation and Innovation

Innovation and Renovation Excellence

Course Introduction

This comprehensive course is designed to equip participants with the knowledge and skills necessary to drive innovation and renovation within their organizations. In today's rapidly evolving business landscape, the ability to develop effective new product development (NPD) strategies, align business and brand strategies with consumer insights, and deliver on the brand promise is vital for sustainable growth and competitive advantage.

Throughout this program, participants will explore the innovation and renovation process, learn how to leverage consumer-led insights to generate a range of products, services, and value propositions, and ensure that their organization's offerings deliver an excellent customer experience. Additionally, participants will gain insights into making their product and service range a key point of differentiation and competitive advantage, as well as techniques for opportunity identification and innovation planning.

Target Audience

- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants

Learning Objectives

- Develop an effective new product development (NPD) strategy for the business.
- Align business, category and brand strategy with consumer led insights to create an effective NPD process to generate a range of products, services and value propositions consistent with overall business and marketing strategies.
- Ensure the organisation's overall product and service offerings deliver on the brand promise and an excellent customer experience.
- Make the organization's product and service range a key point differentiation and competitive advantage.
- Create the opportunity identification & Innovation/ Renovation planning.

Course Outline

- **Day 01**

- Introduction to Innovation and Renovation Excellence**

- Understanding Innovation and Renovation in Business
 - Importance of Innovation in Driving Business Success
 - Overview of the Innovation and Renovation Process
 - Linking Innovation Strategy with Business Objectives
 - Developing an Effective New Product Development (NPD) Strategy
 - Case Studies and Best Practices in Innovation and Renovation

- **Day 02**

- Consumer Insights and Aligning Strategies**

- Leveraging Consumer Insights for Innovation
- Market Research Techniques for Consumer-Led Insights
- Aligning Business, Category, and Brand Strategies
- Creating an Effective NPD Process with Consumer Insights
- Generating a Range of Products, Services, and Value Propositions
- Ensuring Consistency with Overall Business and Marketing Strategies

• Day 03

Delivering on the Brand Promise and Customer Experience

- Defining the Brand Promise and Customer Experience
- Integrating Brand Values and Customer Experience in Products and Services
- Assessing the Alignment of Product and Service Offerings with the Brand Promise
- Evaluating and Enhancing Customer Experience at Various Touchpoints
- Strategies for Ensuring Excellent Customer Experience
- Case Studies and Exercises on Delivering on the Brand Promise and Customer Experience
- Group Discussions and Analysis of Real-world Examples

• Day 04

Differentiation and Competitive Advantage

- Creating a Differentiated Product and Service Range
- Leveraging Innovation and Renovation for Competitive Advantage
- Identifying Unique Selling Points and Value Propositions
- Analyzing Competitors and Market Positioning
- Strategies for Differentiation in a Competitive Landscape

• Day 05

Opportunity Identification and Innovation Planning

- Understanding the Importance of Opportunity Identification
- Techniques for Identifying Opportunities in the Market
- Idea Generation and Brainstorming Methods
- Developing an Innovation Roadmap and Action Plan

- Managing Innovation Projects and Resources
- Evaluating and Measuring Innovation Success
- Workshop on Opportunity Identification and Innovation Planning

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Dec. 14, 2025	Dec. 18, 2025	5 days	4250.00 \$	Qatar - El Doha