



Digital Transformation and Innovation

The Innovators's DNA

Course Introduction

A recent IBM poll of fifteen hundred CEOs identified creativity as the number-one “leadership competency” of the future.

Apple’s slogan “Think Different” is inspiring but incomplete. That explains that innovators must act consistently different to think different. Through understanding, reinforcing, and modeling the innovator’s DNA, whereas the modern theory of competitive advantage considers innovations as one of the most important sources of competitive advantages.

This Interactive “The Innovator’s DNA” program is inspired from two of the best books that tackled this topic: the Myths of Creativity & The Innovator’s DNA. we will highlight the mistaken ideas that hold us back and Explore how anyone can embrace a practical approach, grounded in reality, to finding the best new ideas, projects, processes, and programs to meet the increasing demands from businesses and citizens in a rapidly changing and technologically evolving environment

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
- Marketing Development Manager

Learning Objectives

- Discuss what makes innovators different
- Criticize the myths of creativity
- Find out the five discovery skills of innovators
- Describe the innovation matrix
- Appreciate your potential for thinking creatively and enabling innovation
- Generate innovative solutions by discovering and testing creative ideas
- Discuss the innovator's DNA model for generating innovative & creative ideas
- Create an environment that continually fosters creativity and innovation
- Develop a persuasive case for implementing an innovation
- Use SCAMPER technique for generating ideas
- Accelerate your innovation skills & fostering more innovation to improve your work.
- Lead through innovation & finding solutions to your daily problems.

Course Outline

• Day 01

The Innovator's DNA

- What is innovation
- the role of creativity and innovation in the fight against COVID-19
- Who Is Classified as an Innovator?
- What Makes Innovators Different?
- What if you're not born an Innovator.
- 10 Myths About Creativity
- Left & right brain functions.
- Train your Brain™ Strategies.

• Day 02

How Innovators Stack Up

- The Five Discovery Skills of Disruptive Innovators
- Associating
- Questioning
- Observing
- Experimenting
- Networking
- What motivates Innovators.

Innovation Matrix

- Incremental innovation
- Disruptive innovation
- Sustaining innovation
- Radical innovation

• Day 03

Foundation for Creative Thinking and Innovation

- Understanding Creativity and Innovation
- Your Brain as a Connection Machine
- The Infamous “Box” in Our Mind
- Discussion: Your Creative Strengths
- Action Planning: Your "Creativity Walls"
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The innovator’s DNA model for generating innovative & Creative ideas

- Generativity Theory
- Techniques for Generating Ideas
- Techniques for Breaking Thought Patterns
- Action Planning: Starting to Get "Unstuck"

• Day 04

Converting Creative Ideas into Reality

- Types of Innovation
- The Innovation Process

- Concept Feasibility
- Action Planning Capstone: Creating a Persuasive Case for Innovation

SCAMPER Technique

- 4 stage Accelerated Innovation™ Process

• Day 05

Fostering a Creative and Innovative Environment

- Conditions Needed to Build Innovation Capability
- Roles and Responsibilities
- Spaces to inspire innovation & to motivate teams.
- Creative ideas into real innovation by applying “The
- KnowBrainer® Innovation Tool & System”.
- Action Planning: Changing Your Environment

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4250.00 \$	UAE - Dubai
July 7, 2025	July 11, 2025	5 days	4950.00 \$	Spain - Barcelona
Oct. 5, 2025	Oct. 9, 2025	5 days	4250.00 \$	Qatar - El Doha