



Digital Transformation and Innovation

Innovation Portfolio Management

Course Introduction

Facing increasingly dynamic and unpredictable environments, businesses are required to develop and manage multiple, concurrent innovation strategies, constantly adapt them to changing conditions and properly implement them throughout their organizations.

Innovation portfolio management (IPM) can be the pivotal tool to translate strategic objectives and priorities into project-based innovation activities. Furthermore, it provides a framework to convert raw ideas into real investment opportunities.

Innovation implementation framework

This training course aims to equip participants with the skill to evaluate the best approach to implement innovation within an organization. This will involve defining and developing an innovation implementation framework that best fits with the organization's strategy and culture.

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

- Gain a comprehensive understanding of portfolio management and its importance.
- Identify approaches to designing innovation portfolio
- Learn the strategies and challenges in managing innovation portfolio.
- Know how to integrate strategy and execution via portfolio management

Course Outline

• Day 01

Portfolio Management - Another Key Enabler of Strategy

- Why Do we Need Portfolio Management?
- Impact of Portfolio Management
- Maintaining portfolio alignment
- Allocating financial resources
- Allocating human resources
- Allocating material or equipment resources
- Measuring portfolio component performance
- Managing risks
- Role of Portfolio Management

• Day 02

Creating Innovation Portfolio

- Integrating strategy and execution via portfolio management
- Balancing short-term and long-term innovation
- Balancing variation and focus of innovation initiatives

• Day 03

Designing Innovation Portfolio

- Innovation Ambition Matrix model (classic model)
- Innovation life cycle portfolio model (Innovation Funnel)
- Impact-feasibility portfolio model

- Options portfolio model

- **Day 04**

Managing innovation portfolios (strategies, systems & challenges)

- Innovation portfolio management (the decision-making process)
- Strategies for Innovation Portfolios
- The tool helps for managing innovation projects
- Managing (and organizing) the Total Innovation System
- Challenges while selecting and managing innovation portfolios
- Case study: UNICEF's Innovation Portfolio Management

- **Day 05**

Strategic Innovation Portfolio Management

- The direction of future innovations
- Project Portfolio management is a business process
- Evidence-based portfolio management
- Operational Portfolio Management
- How Accept Mission construct your Innovation Portfolio?
- Selection tool for smart decision making

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 21, 2025	April 25, 2025	5 days	4250.00 \$	UAE - Dubai
July 21, 2025	July 25, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 20, 2025	Oct. 24, 2025	5 days	4250.00 \$	UAE - Dubai