



Digital Transformation and Innovation

Mastering Innovation: From Idea to Value Creation

Course Introduction

Amazon, Netflix, and Uber - what do these three companies have in common, other than raking in billions of profit each year? They are part of the small sampling of companies that have completely restructured the landscape of their industries within a short period of time. They all have strong business models and have managed to dominate markets by adapting to changing customer demands as well as using technology to accelerate their own growth. They entered markets with new technologies or completely different approaches to doing business, leading to the decline of industry incumbents.

How to deal with innovation

These companies have risen to the ladder of success through the comprehensive planning and constant re-evaluation of their business models. By identifying customer needs and quickly adapting their businesses to cater towards them, Amazon, Uber and Netflix have shown the power of being innovative and flexible in business. The reality is that such innovations are not random; there is a pattern to the phenomena, and this course will allow participants to discover this formula. Participants will gain understanding of how to treat innovation as a process, one to be managed and turned into a driver of profits, growth and success.

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

- Understand the competitive dynamics of technology
- Obtain relevant tools and principles to actively manage the process of creating and selecting exceptional opportunities, and discover how to direct those opportunities to meet strategic business needs
- Identify future threats to ongoing growth
- Improve creative problem-solving skills and develop these skills throughout the organization
- Identify the patterns that compose disruptive innovation
- Create strategic opportunities that outpace the competition
- Develop a system and environment that drives innovation across business cycles
- Inspire and improve the culture of innovation throughout your organization

Course Outline

- **Day 01**

The W's of Innovation

- Innovation is more than new products
- Difference of idea, invention and innovation
- Sources of innovation (manufacturing-driven vs. lead-user driven)
- Key factors for success in innovation

- **Day 02**

Choosing Your Innovation Strategy

- Types of available innovation
- Innovation classified by impact to business
- Technological Disruption

- **Day 03**

Open Innovation: Engaging the External Innovation Ecosystem

- Organizing for Innovation, and the Effective Use of Individuals and Groups

- Nurturing Innovation Mindset
- Making innovation a repeatable and sustainable system
- Involving the entire company, not just tech or R&D group: How to start an innovation mindset?

• Day 04

Coaches versus colonizers: Incremental vs. radical innovators

- 4 factors to make or break innovation program
- Challenging 4 norms of teams
- Innovation leaders and communication style for innovation strategy
- Critical roles and competencies for innovation process

• Day 05

Building an innovation culture

- Ideation: Generating Ideas and Divergent Thinking
- Design Thinking and Its Application in Organizations
- Rapid Validation of Ideas and Lean Innovation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
May 12, 2025	May 16, 2025	5 days	4250.00 \$	UAE - Dubai
Aug. 11, 2025	Aug. 15, 2025	5 days	4950.00 \$	England - London
Nov. 10, 2025	Nov. 14, 2025	5 days	4250.00 \$	UAE - Abu Dhabi