



Digital Transformation and Innovation

Managing Innovation

Course Introduction

This training course is designed to provide participants with a comprehensive exploration of the principles, strategies, and practices essential for effective innovation management in today's dynamic business landscape. Over the course of three days, participants will delve into the various facets of innovation, including its types, drivers, and challenges, gaining a deep understanding of its significance for organizational success. Through interactive sessions, case studies, and practical exercises, participants will learn how to develop and implement innovation strategies, foster a culture of creativity and experimentation, and lead cross-functional innovation teams. Additionally, the course will cover methodologies for managing the innovation process from idea generation to implementation and evaluation, equipping participants with the tools and skills needed to overcome common barriers to innovation and sustain innovation efforts over time.

Target Audience

This training program is tailored for executives, managers, and innovation leaders across industries seeking to enhance their ability to effectively manage and drive innovation within their organizations.

Learning Objectives

- Gain a comprehensive understanding of innovation management principles, including the various types of innovation and their relevance to organizational success.
- Enhance ability to develop and implement effective innovation strategies aligned with organizational goals, fostering a culture of creativity and experimentation.
- Develop skills in leading cross-functional innovation teams, leveraging diverse perspectives and expertise to drive innovation initiatives forward.
- Explore practical tools and methodologies for managing the innovation process, from idea generation to implementation and evaluation.

- Recognize common barriers to innovation, such as resistance to change, and develop strategies for sustaining innovation efforts over the long term.

Course Outline

• Day 01

Understanding Innovation

- Introduction to innovation management: Definitions, importance, and challenges.
- Types of innovation: Product, process, organizational, and business model innovation.
- Innovation ecosystems and drivers of innovation.
- Case studies: Examining successful innovation initiatives and their impact on organizations.

• Day 02

Innovation Strategy and Implementation

- Developing an innovation strategy aligned with organizational goals and objectives.
- Innovation frameworks and methodologies: Design thinking, lean startup, and agile innovation.
- Creating a culture of innovation within organizations.
- Managing the innovation process: Idea generation, evaluation, and prioritization.
- Group exercises: Applying innovation tools and techniques to real-world scenarios.

• Day 03

Leading and Sustaining Innovation

- Leadership in innovation: Traits of effective innovation leaders.
- Building and managing cross-functional innovation teams.

- Overcoming resistance to change and fostering collaboration.
- Implementing innovation metrics and performance evaluation.
- Developing a roadmap for sustaining innovation and continuous improvement.

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
June 2, 2025	June 4, 2025	3 days	3250.00 \$	UAE - Abu Dhabi
Sept. 22, 2025	Sept. 24, 2025	3 days	3250.00 \$	UAE - Dubai
Dec. 22, 2025	Dec. 24, 2025	3 days	3250.00 \$	UAE - Dubai