Digital Transformation and Innovation

Growth Through Innovation

Course Introduction

Today, innovation performance is a crucial determinant of competitiveness and organizational progress. Moreover, innovation is important to help address global challenges and sustainable development. This course is designed to provide participants with practical tools and techniques to help them generate and gain support for how to growth through creativity and innovation in the workplace. Participants will explore the conditions necessary for growth creativity and innovation to thrive in the workplace and in Business life. Through highly interactive group activities, self assessment, and discussion, participants will practice a wide range of techniques to access their creative capacities, develop persuasive cases in order to implement new ideas, and obtain buy in for innovation from stakeholders. Participants are strongly encouraged to come to class with a situation (i.e., problem, issue, challenge, or goal) that has them stuck.

Target Audience

1. Innovation Manager
2. R&D Manager
3. Chief Innovation Officer (CINO)
4. Business Development Manager
5. Product Manager
6. Strategy Consultant
7. Entrepreneur / Startup Founder
8. Marketing Director
9. Digital Transformation Manager
10. Corporate Development Manager

Learning Objectives

✓ Recognize the potential for thinking creatively and enabling innovation

✓ Describe the creativity mechanism in the human brain

✓ Assess the creativity strengths and preferences

✓ Generate innovative solutions by discovering and testing creative ideas

✓ Apply brainstorming and mind mapping rules

✓ Use SCAMPER techniques for generating ideas

✓ Create an environment that continually fosters creativity and innovation

✓ improve the capacity of effective and innovative decision-making under uncertainty and business development

✓ Develop a persuasive case for implementing innovation

Course Outline

- **Day 01**

Introduction

✓ How does innovation lead to growth?

✓ What is innovation

✓ The need of innovation

✓ How does innovation take full effect?

✓ How can innovation be promoted?

Foundation for Creative Thinking and Innovation

✓ The human brain & creativity

✓ The Infamous Box " in Our Mind

✓ Assessment: Your Creative Strengths

✓ Define: Your "Creativity Walls

• **Day 02**

Brainstorming & Mind mapping

✓ The concept of effective Brainstorming

✓ The How to " of fruitful Brainstorming

✓ Mind Mapping tips & tricks

✓ How to navigate from Divergent & Convergent thinking and vice versa

✓ during the same session?

✓ Risks that might pop up

• **Day 03**

SCAMPER Technique

✓ History of SCAMPER

✓ Combine

✓ Adapt

✓ Modify

• **Day 04**

Fostering Growth through innovation

✓ Conditions Needed to Build Innovation Capability

✓ Roles and Responsibilities

✓ Substitute

✓ Turning your workplace to a creativity embracing environment

✓ Action Planning: Changing Your Environment

• **Day 05**

Converting Creative Ideas into Reality

✓ Creativity VS Innovation

✓ Concept Feasibility

✓ The impact of Creativity on organizations

✓ How to increase your productivity through creativity & innovation

✓ Action Planning Capstone: Creating a Persuasive Case for Innovation

Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 14, 2025	April 18, 2025	5 days	4250.00 $	UAE - Abu Dhabi
Sept. 22, 2025	Sept. 26, 2025	5 days	4950.00 $	Austria - Vienna
Dec. 22, 2025	Dec. 26, 2025	5 days	4250.00 $	UAE - Dubai