



INNOVATION & STRATEGY

COURSE OVERVIEW

Innovation and Strategy provides a holistic understanding of the critical role that innovation plays in shaping strategic decisions within organizations. Participants will delve into the dynamic relationship between innovation and strategy, gaining the necessary knowledge and tools to navigate the complexities of today's business landscape successfully. Through a blend of theoretical concepts, real-world case studies, and interactive discussions, participants will develop the skills needed to effectively drive innovation and formulate strategic approaches that foster growth and competitive advantage. By the course's conclusion, participants will possess a comprehensive understanding of the strategic significance of innovation and be empowered to spearhead innovation initiatives within their organizations.

LEARNING OBJECTIVES

- ✓ *Identify and analyze different types of innovation.*
- ✓ *Explore the factors that drive innovation and the role of creativity and design thinking in the innovation process.*
- ✓ *Evaluate the impact of disruptive technologies and trends on business models and competitive landscapes.*
- ✓ *Learn how to effectively assess and prioritize innovation opportunities and build an innovation portfolio.*
- ✓ *Understand the role of strategic leadership in driving innovation initiatives and managing organizational change.*
- ✓ *Learn how to align innovation strategy with overall business strategy to achieve sustainable growth and competitive advantage.*