Advanced Corporate Strategy and Innovation Management Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CS8531_293222

Course Introduction / Overview:

This intensive training course is designed to equip leaders with the advanced skills needed to navigate today's complex business environment. It provides a comprehensive framework for developing and executing robust corporate strategy while fostering a culture of sustainable innovation. The curriculum moves beyond traditional strategic planning to address the challenges of disruptive innovation, digital transformation, and dynamic market shifts. Drawing on foundational concepts from thought leaders like Clayton Christensen, author of "The Innovator's Dilemma", participants will learn to identify and capitalize on new growth opportunities. This program, offered by BIG BEN Training Center, integrates proven strategic frameworks like Blue Ocean Strategy and the Balanced Scorecard with modern methodologies such as Design Thinking and Lean Startup. The course emphasizes practical application, enabling participants to build a competitive advantage, drive corporate entrepreneurship, and lead their organizations toward a prosperous and resilient future. It is a holistic journey from strategic foresight and analysis to effective implementation and performance measurement, ensuring that strategy and innovation are not just planned but are deeply embedded in the organizational DNA.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Board Members.
- Vice Presidents and Senior Directors.
- Heads of Strategy and Corporate Planning.
- Innovation Managers and R&D Leaders.
- Business Development and Marketing Directors.
- Product and Portfolio Managers.
- Senior Managers and Team Leaders aspiring to executive roles.
- Entrepreneurs and Business Owners.

Target Sectors and Industries:

- Technology and Telecommunications.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Energy and Utilities.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Executive Management and Leadership.
- Strategy and Corporate Planning.
- Research and Development (R&D).
- Product Development and Management.
- Marketing and Sales.
- Business Development and Corporate Venturing.
- Operations and Transformation Offices.
- Human Resources (for talent and culture development).

Course Offerings:

By the end of this course, the participants will have able to:

- Develop a comprehensive corporate strategy aligned with long-term vision and market dynamics.
- Utilize advanced analytical tools like PESTLE, SWOT, and Porter's Five Forces for strategic analysis.
- Apply innovative frameworks such as Blue Ocean Strategy to create uncontested market space.
- Master the principles of disruptive innovation to identify and respond to market threats and opportunities.
- Foster a sustainable culture of innovation and corporate entrepreneurship within the organization.
- Design and manage a balanced innovation portfolio, from incremental to radical projects.
- Lead strategic change and digital transformation initiatives effectively.
- Implement and monitor strategy using performance metrics like the Balanced Scorecard and KPIs.
- Develop strategic foresight and scenario planning capabilities to anticipate future trends.
- Align organizational structure, processes, and culture with strategic objectives.

Course Methodology:

This training course from BIG BEN Training Center employs a highly interactive and experiential learning methodology designed for maximum impact and retention. The approach is centered on a blend of expert-led instruction, collaborative workshops, and real-world case study analysis. Participants will move beyond theory to engage in practical exercises that challenge them to apply strategic frameworks and innovation tools to tangible business problems. The methodology includes group discussions and peer-to-peer feedback sessions, creating a rich learning environment where diverse perspectives and experiences are shared. Interactive simulations will be used to model complex strategic decision-making scenarios, allowing participants to test their skills in a risk-free setting. Each module is structured to build upon the last, ensuring a logical and cohesive learning journey. The facilitator will act as a guide, providing personalized coaching and ensuring that the concepts are directly applicable to each participant's professional context. The focus is not just on learning what to do, but on understanding how to implement these strategies successfully within one's own organization.

Course Agenda (Course Units):

Unit One: Foundations of Modern Corporate Strategy

- The evolution of strategic management.
- Defining vision, mission, and strategic intent.
- Conducting comprehensive internal and external environmental analysis.
- Mastering SWOT and PESTLE analysis for situational assessment.
- Applying Porter's Five Forces to understand industry competition.
- Identifying core competencies and sustainable competitive advantage.
- The role of corporate governance and ethics in strategy.

Unit Two: Advanced Strategic Frameworks and Analysis

- Exploring Blue Ocean Strategy to create new market demand.
- Conducting value chain and value proposition analysis.
- Developing growth strategies including market penetration and diversification.
- Introduction to strategic foresight and scenario planning techniques.
- Analyzing corporate-level strategies such as vertical integration and alliances.
- Understanding the Resource-Based View (RBV) of the firm.
- Crafting a compelling and actionable strategic plan.

Unit Three: Driving and Managing Corporate Innovation

- Understanding the dynamics of disruptive and sustaining innovation.
- Implementing Design Thinking for user-centric problem-solving.
- Applying Lean Startup principles for rapid experimentation and learning.
- Building and managing a robust innovation pipeline.
- Fostering a culture that encourages creativity and managed risk-taking.
- Exploring open innovation and corporate venturing models.
- Managing intellectual property as a strategic asset.

Unit Four: Strategy Implementation and Execution Excellence

- Translating strategy into actionable operational plans.
- The Balanced Scorecard for performance measurement and management.
- Developing meaningful Key Performance Indicators (KPIs).
- Leading and managing strategic change within the organization.
- Aligning organizational structure and culture with strategy.
- Resource allocation and strategic budgeting processes.
- Overcoming common barriers to strategy execution.

Unit Five: Future-Focused Strategy and Leadership

- Crafting a winning digital transformation strategy.
- Understanding platform and ecosystem business models.
- Integrating sustainability and ESG factors into corporate strategy.
- The role of leadership in driving strategic renewal.
- Agile strategy for navigating uncertainty and rapid change.
- Communicating strategy effectively to all stakeholders.
- Developing a personal action plan for strategic leadership.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

In an era of constant disruption, is long-term strategic planning still a viable practice, or should organizations pivot entirely to agile, short-term strategic sprints?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by seamlessly integrating the twin pillars of modern business success: corporate strategy and innovation management. Unlike programs that treat these as separate disciplines, this curriculum is built on the premise that sustainable strategy is impossible without continuous innovation, and impactful innovation must be guided by a clear strategic vision. It moves beyond reciting classic frameworks by challenging participants to apply them to complex, contemporary case studies involving digital transformation and market disruption. The focus is intensely practical, emphasizing execution and leadership. Participants will not only learn to formulate a strategy but will also master the change management and performance measurement techniques required to bring it to life. Furthermore, the course adopts a forward-looking perspective, dedicating significant time to future-focused topics like platform business models, strategic foresight, and sustainable innovation. This ensures that leaders are not just prepared for today's challenges but are equipped to anticipate and shape the future of their industries.