# Corporate Innovation and Digital Disruption Management Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #DT4457_273229

## Course Introduction / Overview:

In today's hyper-competitive business environment, the only constant is change, driven by relentless digital disruption. This course is designed to equip leaders and professionals with the strategic mindset and practical tools to not only survive but thrive amidst this turbulence. We will delve deep into the principles of corporate innovation, moving beyond buzzwords to build resilient, agile, and forward-thinking organizations. Drawing upon the foundational concepts articulated by academic visionaries like Clayton M. Christensen in his seminal work, "The Innovator's Dilemma," participants will learn to identify disruptive threats and opportunities before they impact the bottom line. This program provides a comprehensive roadmap for fostering a culture of innovation, developing new business models, and managing the complex process of digital transformation. At BIG BEN Training Center, we have crafted a curriculum that balances theoretical knowledge with real-world application, ensuring that you can translate insights into actionable strategies that drive sustainable growth and secure a competitive advantage in the digital age.

## Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Senior Executives.
- Heads of Strategy and Business Development.
- Innovation Managers and Directors.
- Product Managers and Development Leads.
- IT and Technology Leaders.
- Marketing and Sales Directors.
- Human Resources and Change Management Professionals.
- Entrepreneurs and Intrapreneurs.
- Project and Program Managers.
- Management Consultants.

## Target Sectors and Industries:

- Banking and Financial Services.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications and Technology.
- Manufacturing and Supply Chain.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Media and Entertainment.

## Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Planning.
- Research and Development (R&D).
- Product Management and Development.
- Information Technology (IT).
- Marketing and Sales.
- Operations and Business Process Management.
- Human Resources and Organizational Development.
- Finance and Investment.

## Course Offerings:

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

- Analyze the impact of digital disruption on various industries and business models.
- Identify and evaluate emerging disruptive technologies and their potential applications.
- Develop a robust corporate innovation strategy aligned with organizational goals.
- Apply frameworks like the Business Model Canvas and Blue Ocean Strategy to create new value.
- Implement agile and lean startup methodologies for rapid prototyping and validation.
- Foster an organizational culture that encourages experimentation and embraces change.
- Lead digital transformation initiatives effectively across different departments.
- Measure the return on investment (ROI) of innovation projects using key metrics.
- Develop strategic foresight and scenario planning capabilities to anticipate future trends.
- Build and manage an innovation ecosystem through partnerships and open innovation.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring participants can immediately apply their learning. We move beyond traditional lectures to create an immersive experience centered on active participation. The course heavily utilizes the case study method, analyzing real-world examples of companies that have successfully navigated digital disruption and those that have failed. Facilitated group discussions and brainstorming sessions encourage the sharing of diverse perspectives and collaborative problem-solving. Participants will engage in hands-on workshops and simulation exercises to apply innovation frameworks like Design Thinking and the Lean Startup approach to practical business challenges. Our expert instructors act as facilitators, guiding learning, providing personalized feedback, and fostering a supportive environment for experimentation. The curriculum integrates a blend of strategic theory, practical tools, and peer-to-peer learning, ensuring a comprehensive and impactful educational journey that equips leaders to drive tangible change within their organizations.

## Course Agenda (Course Units):

### Unit One: Understanding the Landscape of Digital Disruption

- The Dynamics of Disruptive Innovation Theory.
- Identifying the Waves of Technological Change.
- Analyzing Historical Examples of Market Disruption.
- Differentiating Between Sustaining and Disruptive Technologies.
- The Role of Digital Platforms and Ecosystems.
- Mapping Your Industry's Vulnerability to Disruption.
- Introduction to Strategic Foresight and Trend Analysis.

### Unit Two: Formulating a Strategic Response to Disruption

- Developing an Ambidextrous Organization.
- Crafting a Coherent Corporate Innovation Strategy.
- Utilizing the Business Model Canvas for Innovation.
- Exploring Blue Ocean Strategy to Create Uncontested Market Space.
- Competitive Analysis in a Digitally Disrupted World.
- Building a Portfolio of Innovation Initiatives.
- Aligning Innovation Goals with Overall Business Objectives.

### Unit Three: Implementing Innovation Methodologies and Frameworks

- Introduction to Design Thinking for Customer-Centric Solutions.
- Applying the Lean Startup Methodology for Rapid Validation.
- Implementing Agile Principles Beyond Software Development.
- Techniques for Effective Brainstorming and Ideation.
- Prototyping and Minimum Viable Product (MVP) Creation.
- Managing the Innovation Funnel and Project Pipeline.
- Open Innovation and Corporate Venturing Models.

## Unit Four: Cultivating a Culture of Continuous Innovation

- The Leader's Role in Driving an Innovation Culture.
- Building Psychologically Safe Environments for Experimentation.
- Strategies for Overcoming Resistance to Change.
- Incentivizing and Rewarding Innovative Behaviors.
- Fostering Cross-Functional Collaboration and Communication.
- Developing an Intrapreneurial Mindset within the Organization.
- Measuring and Monitoring Cultural Transformation.

## Unit Five: Leading Transformation and Future-Proofing the Organization

- Managing the People Side of Digital Transformation.
- The Impact of AI, IoT, and Blockchain on Future Business.
- Developing Digital Leadership Capabilities.
- Building and Leveraging Innovation Ecosystems.
- Metrics and KPIs for Tracking Innovation Success.
- Creating a Roadmap for Sustained Innovation.
- Final Project: Developing a Personal Action Plan for Implementation.

# 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:

How can a large, established organization balance the need for operational efficiency with the inherent uncertainty and risk of disruptive innovation?

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

This course distinguishes itself by providing a holistic and deeply integrated perspective on innovation and disruption. While many programs focus narrowly on either technology trends or specific innovation methodologies, our curriculum weaves together the critical pillars of strategy, execution, and culture. We move beyond theoretical discussions to emphasize the practical challenges of implementation within established corporate structures. A key differentiator is our focus on leadership and the human element of change, recognizing that the greatest barrier to innovation is often organizational inertia, not a lack of ideas. The course content is built around a strategic framework that teaches participants not just what to do, but how to think like a strategic innovator. By blending timeless principles from thinkers like Clayton M. Christensen with contemporary frameworks like Agile and Design Thinking, we provide a robust and adaptable toolkit. Participants will leave not with a collection of buzzwords, but with a clear, actionable roadmap for building a resilient organization capable of turning disruptive forces into a source of competitive advantage.