Innovation Culture: Embedding Creativity Across Sectors Training Course



16 - 20 Nov 2026

Amsterdam

5900 € (Per Person)

Ref: #INN1572_56540

Course Introduction / Overview:

This training course is a strategic program designed for leaders and managers who understand that innovation is not an event, but a continuous outcome of an organization's culture. It provides a comprehensive framework for embedding creativity and innovation into the daily operations and long-term strategy of any company. The program goes beyond a focus on tools to address the core elements of a culture that supports new ideas, including leadership, communication, and reward systems. Participants will learn how to diagnose their current organizational culture and develop a clear action plan for fostering a more innovative environment. The curriculum is informed by leading thinkers like Edgar H. Schein, whose work in his book Organizational Culture and Leadership provides a foundational understanding of how culture is created and changed. This course at BIG BEN Training Center emphasizes a blend of psychological insights and practical management techniques. By the end of this program, professionals will have the skills to not only generate new ideas but also to build the cultural infrastructure needed to support, test, and implement those ideas across their organization.

Target Audience / This training course is suitable for:

- Senior executives and corporate leaders.
- HR professionals and talent development specialists.
- Innovation directors and management professionals.
- Team leaders and department heads.
- Entrepreneurs and startup founders.
- Organizational development practitioners.
- Anyone responsible for fostering a creative environment.

Target Sectors and Industries:

- Technology and Software.
- Financial Services and Banking.
- Manufacturing and Automotive.
- Healthcare and Life Sciences.
- Retail and E-commerce.
- Consulting and Professional Services.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Human Resources (HR).
- Corporate Strategy.
- Innovation and R&D.
- Learning and Development.
- Executive Leadership.
- Operations.
- Change Management.

Course Offerings:

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

- Diagnose their organization’s current culture of innovation.
- Develop a strategic plan for fostering a more creative environment.
- Implement a system that encourages risk-taking and experimentation.
- Overcome cultural barriers and resistance to change.
- Design a reward system that motivates creative behavior.
- Build a communication plan to champion new ideas.
- Measure the long-term impact of a cultural change initiative.

Course Methodology:

This training course uses a highly interactive and diagnostic methodology. The program is built around a series of self-assessments and team-based exercises that allow participants to analyze their own organizational culture in real time. The course includes workshops where participants will use a variety of tools, such as culture maps and stakeholder analysis, to understand the dynamics within their company. The curriculum emphasizes a "train the trainer" approach, giving participants the skills to facilitate similar exercises with their own teams. The program is designed to be highly reflective, with a focus on understanding the psychological and sociological drivers of organizational culture. Instructors at BIG BEN Training Center will provide expert guidance, helping participants develop a tailored action plan for change. This pragmatic approach ensures that participants leave with a clear understanding of what a culture of innovation looks like, and the practical steps needed to build one within their own organization.

Course Agenda (Course Units):

Unit One: The Foundations of an Innovative Culture

- Defining organizational culture and its components.
- Understanding the difference between culture and climate.
- The key characteristics of a highly innovative culture.
- Diagnosing your organization's current innovation culture.
- The role of leadership in setting the cultural tone.
- Case study on a company with a strong culture of innovation.
- Building a shared vocabulary for creativity.

Unit Two: The Drivers of Cultural Change

- Identifying the drivers and barriers to innovation.
- Understanding the power of psychological safety.
- Overcoming resistance to change from within.
- The role of communication in building trust.
- Creating a narrative that champions new ideas.
- Mapping key stakeholders and their influence.
- Developing a communication plan for cultural change.

Unit Three: Building a System for Creativity

- Designing a system that encourages experimentation.
- Implementing a framework for managing risk and failure.
- Creating a reward and recognition system for new ideas.
- The role of physical space in fostering collaboration.
- Using technology to facilitate creative work.
- Building a portfolio of innovation projects.
- Case study on a company that successfully changed its culture.

Unit Four: Empowering the Individual

- Fostering a growth mindset in employees.
- Training teams on creative thinking and problem-solving.
- Empowering every employee to contribute.
- Building a personal development plan for creativity.
- The role of feedback in a learning organization.
- Mentoring and coaching for innovation.
- Practicing a creative thinking exercise.

Unit Five: Measuring and Sustaining Change

- Establishing key performance indicators (KPIs) for cultural change.
- Using data to measure the impact of innovation initiatives.
- Developing a long-term plan for sustaining a new culture.
- The role of a leader in modeling innovative behavior.
- Sharing success stories to build momentum.
- Final project presentation on a cultural change initiative.
- Review and feedback session.

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 leader effectively measure the health of their organization's innovation culture, which often involves intangible elements like trust and creative confidence, and use that data to drive meaningful, strategic change?

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

This training course is unique because it focuses on innovation culture as a strategic asset. Unlike other programs that may focus on a single tool or technique, this curriculum provides a comprehensive, systems-based approach to embedding creativity across an entire organization. It addresses the fundamental drivers of innovation, from psychological safety to leadership behavior, and provides a clear framework for diagnosing and changing an organization's culture. The course is highly practical, with hands-on exercises that allow participants to apply the principles to their own company in real-time. It is not just about learning how to be creative, but about learning how to build an environment where others can be creative. This program gives professionals a valuable skill set that goes beyond individual projects, teaching them how to create a lasting legacy of innovation.