Strategic Innovation Audit and Capability Assessment Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN1617_278113

Course Introduction / Overview:

In today's hyper-competitive landscape, the ability to innovate is not a luxury but a core driver of survival and growth. This course provides a structured methodology for evaluating and enhancing your organization's innovation potential. It moves beyond abstract concepts to offer a practical framework for conducting a thorough innovation audit and assessing organizational capability. Drawing upon foundational concepts from thought leaders like Clayton M. Christensen, author of "The Innovator's Dilemma," we explore how established organizations can systematically identify strengths, weaknesses, and opportunities within their innovation ecosystem. This program is designed to equip participants with the tools to diagnose their current state, benchmark against industry best practices, and build a strategic roadmap for fostering a sustainable culture of innovation. At BIG BEN Training Center, we believe that a rigorous assessment is the first step toward transformative change, enabling organizations to align their resources, processes, and people to achieve strategic objectives and secure a lasting competitive advantage in the market. This course is your guide to turning innovation from a buzzword into a measurable and manageable business function.

Target Audience / This training course is suitable for:

- Innovation Managers and Directors.
- Research and Development (R&D) Professionals.
- Corporate Strategists and Planners.
- Product and Project Managers.
- Business Development Executives.
- C-Level Executives (CEOs, CTOs, CIOs).
- Business Analysts and Consultants.
- Heads of Organizational Development.

Target Sectors and Industries:

- Technology and Software Development.
- Manufacturing and Engineering.
- Pharmaceuticals and Healthcare.
- Financial Services and FinTech.
- Telecommunications and Media.
- Consumer Goods and Retail.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Strategy and Corporate Planning.
- Research and Development (R&D).
- Product Management and Development.
- Marketing and Sales.
- Operations and Process Improvement.
- Human Resources and Talent Management.
- Information Technology (IT).
- Finance and Investment.

Course Offerings:

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

- Conduct a comprehensive innovation audit using established frameworks and methodologies.
- Identify and analyze the key pillars of organizational innovation capability.
- Utilize qualitative and quantitative data collection techniques for assessment.
- Benchmark innovation performance against industry standards and competitors.
- Assess the organization's culture, leadership, and processes for innovation readiness.
- Develop a detailed gap analysis report with actionable recommendations.
- Create a strategic roadmap for enhancing innovation capacity and performance.
- Communicate audit findings effectively to senior leadership and stakeholders.
- Establish key performance indicators (KPIs) to monitor innovation progress.
- Align innovation initiatives with overall business strategy and objectives.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum engagement and practical application. We believe that adult learning is most effective when it is experiential and directly relevant to the participant's professional challenges. The methodology is built on a foundation of expert-led instruction, where complex theories of innovation audit and capability assessment are broken down into understandable and actionable components. This is heavily supplemented with real-world case studies from diverse industries, allowing participants to analyze successes and failures in a controlled environment. A significant portion of the course is dedicated to hands-on workshops and group exercises where participants will apply assessment tools and frameworks to simulated business scenarios. This collaborative approach fosters peer-to-peer learning and allows for the exchange of diverse perspectives. Interactive sessions, Q&A panels, and facilitated discussions ensure that every participant is actively involved in the learning process. Continuous feedback from the instructor helps refine understanding and build confidence in applying these new skills back in the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Innovation Auditing

- Defining innovation and its strategic importance.
- The purpose and value of an innovation audit.
- Understanding the link between innovation and organizational capability.
- Overview of major innovation audit frameworks (e.g., Doblin's Ten Types, Innovation Funnel).
- Differentiating between incremental, radical, and disruptive innovation.
- The role of leadership in sponsoring and driving innovation assessments.
- Identifying key stakeholders in the innovation audit process.

Unit Two: The Innovation Audit Process and Toolkit

- Scoping the audit: setting clear objectives and boundaries.
- Phase 1: Data collection methodologies (surveys, interviews, workshops).
- Phase 2: Analyzing the innovation strategy and portfolio alignment.
- Phase 3: Evaluating the innovation process from ideation to launch.
- Utilizing tools like the Innovation Radar and SWOT analysis for innovation.
- Assessing the internal and external innovation ecosystem.
- Mapping the flow of ideas and knowledge within the organization.

Unit Three: Assessing Core Organizational Capabilities

- Frameworks for capability assessment (e.g., Capability Maturity Model).
- Evaluating leadership and strategic alignment for innovation.
- Assessing organizational culture and its impact on creativity and risk-taking.
- Analyzing structures, processes, and governance systems.
- Measuring human capital: skills, competencies, and employee engagement.
- Evaluating technology and infrastructure readiness for innovation.
- Understanding the role of knowledge management and intellectual property.

Unit Four: Data Analysis, Benchmarking, and Reporting

- Synthesizing qualitative and quantitative audit data.
- Identifying patterns, root causes, and critical innovation gaps.
- Techniques for benchmarking innovation performance internally and externally.
- Developing a comprehensive innovation maturity score.
- Visualizing data for impact and clarity.
- Structuring a compelling innovation audit report for executive leadership.
- Presenting findings and recommendations with confidence and authority.

Unit Five: Building the Future-State Innovation Roadmap

- Translating audit findings into a strategic action plan.
- Prioritizing initiatives based on impact and feasibility.
- Developing a business case for proposed innovation investments.
- Designing a roadmap with clear timelines, milestones, and responsibilities.
- Establishing metrics and KPIs to track progress and measure ROI.
- Strategies for securing stakeholder buy-in and managing change.
- Creating a system for continuous improvement and periodic re-assessment.

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 an organization effectively measure the ROI of its innovation culture, which is often intangible, to justify continued investment in capability-building initiatives?

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

This course distinguishes itself by providing a holistic and integrated perspective that bridges the critical gap between auditing innovation and building lasting organizational capability. While many programs focus on either assessment or development in isolation, our curriculum is uniquely designed to connect the "what is" with the "what could be." We move beyond theoretical frameworks to emphasize the practical application of diagnostic tools, enabling participants to conduct a rigorous, evidence-based analysis of their own organization's innovation ecosystem. The methodology focuses on translating complex data into a compelling strategic narrative that resonates with executive leadership, a skill crucial for securing buy-in and resources. Furthermore, the course places a strong emphasis on the human element of innovation, dedicating significant time to assessing culture, leadership, and employee engagement as core pillars of capability. Participants will leave not just with a certificate of completion, but with a comprehensive, actionable roadmap tailored to driving measurable improvements and fostering a sustainable culture of innovation that delivers a true competitive advantage.