Strategic Innovation Portfolio Management for Leaders Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

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Course Introduction / Overview:

This course provides a comprehensive framework for executive leaders to master the art and science of innovation portfolio management. In an era of rapid technological change and market disruption, the ability to strategically manage a portfolio of innovation initiatives is no longer a luxury but a critical capability for sustained growth and competitive advantage. This program moves beyond basic project selection to instill a holistic, strategic mindset for curating, balancing, and optimizing innovation investments. Drawing upon foundational concepts from leading thinkers like Clayton M. Christensen, author of the seminal work "The Innovator's Dilemma", participants will learn to navigate the complexities of balancing incremental, breakthrough, and disruptive innovation projects. BIG BEN Training Center has designed this immersive experience to equip leaders with the tools to align their innovation pipeline with overarching business objectives, manage risk effectively, and foster a culture that champions strategic experimentation. This course is the definitive guide for executives aiming to transform their organization's innovation efforts from a series of disconnected projects into a powerful, value-generating engine for future success.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs).
- Chief Technology Officers (CTOs).
- Chief Innovation Officers (CIOs).
- Vice Presidents of Strategy and Innovation.
- Heads of Research and Development (R&D).
- Product Portfolio Managers.
- Corporate Strategy Directors.
- Business Unit Leaders.
- Senior Project and Program Managers.
- Executives involved in corporate venturing and M&A.

Target Sectors and Industries:

- Technology and Software Development.
- Pharmaceuticals and Biotechnology.
- Financial Services and FinTech.
- Manufacturing and Engineering.
- Telecommunications.
- Consumer Goods and Retail.
- Energy and Utilities.
- Governmental agencies and public sector organizations.
- Consulting and Professional Services.

Target Organizations Departments:

- Executive Leadership and C-Suite.
- Strategy and Corporate Development.
- Research and Development (R&D).
- Product Management and Development.
- Finance and Investment.
- Innovation Labs and Incubators.
- Marketing and Business Development.
- Project Management Office (PMO).

Course Offerings:

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

- Develop a robust innovation portfolio framework tailored to their organization's strategic goals.
- Align innovation investments with long-term business strategy and market opportunities.
- Master techniques for balancing risk and reward across a diverse portfolio of innovation projects.
- Implement effective governance structures for managing the innovation pipeline.
- Utilize advanced financial and strategic metrics to evaluate portfolio performance.
- Prioritize innovation initiatives based on strategic fit, resource availability, and potential impact.
- Foster an organizational culture that supports strategic innovation and calculated risk-taking.
- Communicate the value and strategy of the innovation portfolio to key stakeholders, including the board.
- Apply portfolio management principles to both incremental and disruptive innovation.
- Lead their organizations in making agile and informed decisions about innovation funding and resource allocation.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that executive leaders can immediately apply the concepts learned. We believe that adult learning is most effective when it combines expert instruction with hands-on application. The course will utilize a blend of learning techniques, including facilitator-led presentations on core theories, strategic frameworks, and industry best practices. A significant portion of the training will be dedicated to analyzing real-world case studies of companies that have excelled or failed in innovation portfolio management. Participants will engage in dynamic group discussions, collaborative workshops, and simulation exercises where they will build and manage a mock innovation portfolio, forcing them to make critical trade-off decisions under realistic constraints. Ample time is allocated for peer-to-peer learning, allowing leaders from diverse industries to share insights and challenges. Our expert facilitators provide continuous feedback and guide participants in developing a personalized action plan to implement within their own organizations, ensuring a tangible return on the training investment.

Course Agenda (Course Units):

Unit One: The Strategic Imperative of Innovation Portfolio Management

- The evolution of innovation management from projects to portfolios.
- Understanding the different types of innovation (Incremental, Breakthrough, Disruptive).
- The role of portfolio management in executing corporate strategy.
- Common pitfalls and challenges in managing innovation initiatives.
- Key principles of a successful innovation portfolio.
- Linking innovation strategy to overall business objectives.
- Introduction to the Innovation Ambition Matrix.

Unit Two: Building the Innovation Portfolio Framework

- Defining strategic buckets and investment allocation targets.
- Developing criteria for project evaluation and selection.
- Techniques for idea generation and building a robust innovation pipeline.
- Mapping the portfolio using tools like bubble charts and portfolio matrices.
- Establishing a clear governance structure for portfolio decisions.
- The role of the innovation board or council.
- Integrating qualitative and quantitative assessment methods.

Unit three: Portfolio Balancing, Risk Management, and Prioritization

- Strategies for balancing short-term wins with long-term bets.
- Assessing and managing risk across the innovation portfolio.
- Financial valuation techniques for innovation projects (e.g., NPV, Real Options).
- Non-financial prioritization methods (e.g., Scoring Models, AHP).
- The art of killing projects and reallocating resources effectively.
- Resource capacity planning and allocation for innovation.
- Scenario planning to test the resilience of the portfolio.

Unit Four: Measuring and Communicating Portfolio Performance

- Developing a dashboard of key performance indicators (KPIs) for innovation.
- Distinguishing between activity metrics and impact metrics.
- Tracking portfolio health, value, and strategic alignment over time.
- The concept of Return on Innovation Investment (ROII).
- Techniques for reporting portfolio status to the executive team and board.
- Building a compelling business case for continued innovation investment.
- Learning from both successes and failures within the portfolio.

Unit Five: Leading a Culture of Strategic Innovation

- The executive's role in championing the portfolio management process.
- Fostering psychological safety to encourage ambitious ideas.
- Aligning incentives and rewards with strategic innovation goals.
- Agile portfolio management principles for a dynamic environment.
- Integrating external innovation (e.g., startups, partnerships) into the portfolio.
- Future trends in innovation portfolio management.
- 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 an organization effectively balance the pursuit of disruptive, breakthrough innovations with the need for incremental improvements to sustain its core business?

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

This course distinguishes itself by adopting a strict executive leadership perspective, moving beyond the operational mechanics of project management to focus on the strategic stewardship of innovation as a corporate asset. Unlike programs that concentrate solely on tools and software, our curriculum emphasizes the development of strategic decision-making capabilities, teaching leaders how to ask the right questions and make difficult trade-offs in complex, uncertain environments. We delve deeply into the nuances of portfolio governance and the critical role of leadership in fostering a culture that supports a balanced innovation portfolio. The content is enriched with advanced concepts such as the application of real options thinking and scenario planning, preparing leaders for a volatile future. Furthermore, the course structure is built around interactive simulations and peer-to-peer C-level discussions rather than passive lectures. This approach ensures that participants not only learn established frameworks but also co-create solutions to their specific organizational challenges, leaving with a strategic roadmap rather than just a set of notes.