Foundations of Innovation for Professionals Training Course

14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN4609_265071

Course Introduction / Overview:

This training course is designed to introduce entry-level professionals to the essential principles and practices of innovation. It provides a solid foundation in creative problem solving, teaching participants how to contribute to a culture of innovation within their organizations. The program covers key concepts like incremental versus radical innovation, the innovation process, and the importance of a growth mindset. Participants will learn how to generate new ideas, assess their viability, and present them effectively to senior management. The course content is informed by leading academic theories, including the work of Teresa Amabile, a prominent researcher whose book, The Progress Principle, highlights how a sense of progress can ignite inner creative work life. This program at BIG BEN Training Center emphasizes practical skills, such as how to participate in design thinking workshops and use tools for idea management. By the end, participants will be able to apply fundamental innovation tools to their daily work, making them valuable assets to any team looking to drive change and achieve business growth. This course is the first step for anyone who wants to build a career in innovation and strategic development.

Target Audience / This training course is suitable for:

- Entry-level professionals and new hires.
- Recently university graduates entering the workforce.
- Junior analysts and associates.
- Project coordinators and team assistants.
- Individuals in administrative or support roles.
- Anyone interested in contributing to innovation within their organization.
- Employees in early stages of their careers.

Target Sectors and Industries:

- Technology and Software.
- Marketing and Advertising.
- Financial Services.
- Retail and E-commerce.
- Consulting and Professional Services.
- Healthcare and Wellness.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Marketing and Communications.
- Product Development.
- Customer Service.
- Human Resources.
- Operations.
- Sales.
- Corporate Strategy.

Course Offerings:

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

- Understand the fundamental concepts and types of innovation.
- Contribute to a culture of creativity and idea generation.
- Participate effectively in structured problem-solving sessions.
- Use basic innovation tools and techniques to develop new ideas.
- Communicate ideas clearly and persuasively to stakeholders.
- Recognize and overcome common barriers to innovation.
- Apply a growth mindset to professional challenges.

Course Methodology:

This training course uses a highly interactive and practical methodology to ensure that participants gain hands-on experience. The program incorporates short lectures, but the primary focus is on collaborative exercises, group discussions, and interactive workshops. Participants will work on real-world case studies designed to illustrate how innovation concepts are applied in a professional setting. The course emphasizes teamwork, encouraging participants to share ideas and learn from each other's diverse perspectives. We will use tools like brainstorming sessions and mind mapping to facilitate creative thinking. Feedback is a cornerstone of this course, with instructors providing regular guidance and participants engaging in peer-to-peer feedback to refine their skills. This practical, skill-building approach ensures that participants can immediately apply their new knowledge in their roles. The goal at BIG BEN Training Center is to build confidence and capability, equipping every participant to become a valuable contributor to their team's innovation efforts.

Course Agenda (Course Units):

Unit One: The Mindset of an Innovator

- Defining innovation and creativity in a business context.
- Understanding the difference between invention and innovation.
- Developing a growth mindset and embracing curiosity.
- Identifying personal strengths and creative tendencies.
- Overcoming personal fear of failure and resistance to change.
- Exploring the role of empathy in creative problem solving.
- Practicing observation and active listening for idea generation.

Unit Two: The Innovation Lifecycle and Process

- Mapping the stages of the innovation process.
- Using design thinking as a framework for problem-solving.
- Learning the fundamentals of ideation and brainstorming.
- Evaluating and selecting the most promising ideas.
- Developing a simple prototype or concept brief.
- Gathering feedback and iterating on an idea.
- Understanding the importance of a systematic approach.

Unit Three: Tools for Creative Problem Solving

- Using mind maps and other visual tools for ideation.
- Applying the SCAMPER technique for idea refinement.
- Learning about the five ways to uncover root causes of problems.
- Understanding the basics of SWOT analysis in an innovation context.
- Using a value proposition canvas to define customer needs.
- Exploring basic data analysis for informed decision-making.
- Participating in an innovation challenge.

Unit Four: Communicating and Championing Your Ideas

- Structuring a compelling presentation for a new idea.
- Telling a story to sell an idea to stakeholders.
- Anticipating questions and objections from management.
- Creating a brief for a simple business case.
- Building a network of allies and supporters for your idea.
- Practicing effective communication and public speaking.
- Learning to present an idea concisely and confidently.

Unit Five: Building an Innovative Professional Career

- Applying innovation skills to daily job responsibilities.
- Finding opportunities to contribute to team projects.
- Mentoring and learning from others.
- Setting personal goals for professional development.
- Building a personal portfolio of innovative contributions.
- Understanding how to seek and provide constructive feedback.
- Reflecting on the course and creating an action plan.

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 individual at the beginning of their career effectively initiate and champion a new idea within an established corporate structure that may be resistant to change?

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

This training course is designed specifically for entry-level professionals, making it a unique and accessible starting point for a career in innovation. Unlike other courses that might target senior managers or focus heavily on high-level strategy, this program breaks down complex concepts into practical, easy-to-understand tools and skills. It emphasizes hands-on experience and immediate application, focusing on how a junior employee can make a tangible difference within their team. The curriculum is built on a foundation of creative problem-solving and a growth mindset, rather than on abstract financial models or complex management theories. We focus on teaching participants how to contribute to an innovative culture from the ground up, providing them with the communication and ideation skills needed to get their voices heard. The course also uses academic insights from authors like Teresa Amabile to give participants a solid, research-backed understanding of what truly drives creativity in the workplace. This approach ensures that participants leave with more than just a certificate, they leave with the confidence and practical ability to be an innovator in their professional life.