Innovation Management and Business Model Reinvention Training Course



19 - 23 Oct 2026

Vienna

5800 € (Per Person)

Ref: #INN6938_56410

Course Introduction / Overview:

This training course is a high-level program designed for leaders and strategists who need to understand, manage, and implement strategic innovation within their organizations. It goes beyond simple ideation to focus on the systematic process of innovation management and the critical skill of business model reinvention. Participants will learn how to create a framework that nurtures new ideas, secures resources, and brings disruptive products or services to market. The program addresses the core challenges of managing innovation in established companies, including overcoming internal resistance and aligning new ventures with core business goals. The curriculum draws on foundational works in the field, including Business Model Generation by Alexander Osterwalder and Yves Pigneur, which provides a visual framework for designing, challenging, and reinventing business models. This course at BIG BEN Training Center will equip professionals with the tools to assess their current business model, identify opportunities for change, and lead their teams through a strategic transformation. It is an essential program for any organization that wants to remain competitive and relevant in a fast-changing market.

Target Audience / This training course is suitable for:

- Senior executives and corporate leaders.
- Chief Strategy Officers (CSOs) and Innovation Directors.
- Business unit managers and general managers.
- Strategic planners and analysts.
- Product managers and business developers.
- Entrepreneurs and startup advisors.
- Anyone responsible for driving business growth.

Target Sectors and Industries:

- Technology and Software.
- Financial Services and Banking.
- Manufacturing and Industrial Goods.
- Consulting and Professional Services.
- Retail and Consumer Goods.
- Media and Communications.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Corporate Strategy.
- Innovation Management.
- Product Development.
- Business Development.
- Marketing.
- Research and Development (R&D).
- Executive Leadership.

Course Offerings:

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

- Formulate a strategic innovation management framework.
- Analyze and reinvent an existing business model.
- Use Business Model Canvas to design new value propositions.
- Balance incremental innovation with radical, disruptive change.
- Build a portfolio of innovation projects to manage risk.
- Secure leadership buy-in for new business ventures.
- Lead a strategic transformation project from concept to implementation.

Course Methodology:

This training course uses a highly interactive and case-based methodology, emphasizing strategic and analytical thinking. The program is built around a series of detailed case studies of companies that have successfully reinvented their business models, from startups to large corporations. Participants will work in small groups to analyze these cases, using frameworks like Business Model Canvas to deconstruct their success. The course includes hands-on workshops where participants will apply these tools to their own organizational challenges, designing and redesigning business models in a collaborative environment. Feedback is a critical component, with instructors providing expert guidance on strategic choices and implementation plans. This approach at BIG BEN Training Center ensures that participants leave with a clear understanding of the principles of innovation management and the practical skills to reinvent their business. This program is designed to be a high-level strategic workshop, giving professionals the insights and confidence to lead major business transformations.

Course Agenda (Course Units):

Unit One: The Foundations of Innovation Management

- Understanding the drivers of business model change.
- Defining innovation management and its key components.
- The difference between incremental and disruptive innovation.
- Diagnosing your organization's readiness for change.
- Case study on a company that failed to reinvent its business.
- The role of leadership in managing the innovation pipeline.
- Creating a strategic framework for innovation.

Unit Two: The Art of Business Model Reinvention

- Deconstructing the concept of a business model.
- Using Business Model Canvas for analysis.
- Identifying opportunities to disrupt your own business.
- Exploring different business model patterns.
- Creating a new value proposition.
- Analyzing the key activities and partnerships of a new model.
- Workshop on reinventing a business model.
- Three: Building an Innovation Portfolio
- Developing a portfolio of innovation projects.
- Balancing core, adjacent, and transformational innovation.
- Using a stage-gate process to manage risk.
- Securing resources for high-risk ventures.
- Creating a clear timeline and roadmap.
- Establishing key performance indicators (KPIs) for new initiatives.
- Case study on managing a complex innovation portfolio.

Unit Four: Leading the Change

- The leadership skills required to drive business model reinvention.
- Building a team with the right skills and mindset.
- Overcoming resistance to change from within the organization.
- Communicating the vision for a new business model.
- Managing key stakeholders and gaining buy-in.
- Dealing with the fear of cannibalizing existing products.
- The role of a leader as a change agent.

Unit Five: Implementation and Measurement

- Developing a plan for piloting a new business model.
- Gathering feedback from early customers.
- Iterating on the business model based on results.
- Planning for a full-scale launch.
- Measuring the success of a business model reinvention.
- Creating a roadmap for continued innovation.
- Final project presentation on a new business model.

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 established company, whose structure is optimized for efficiency and profitability, effectively create and manage a separate "innovation" unit that is designed to be agile and experimental without it being absorbed or rejected by the parent organization?

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

This training course is unique because it focuses on the strategic management of innovation and the critical skill of business model reinvention. Unlike other programs that may focus on a single tool like design thinking, this curriculum provides a comprehensive, high-level framework for integrating innovation into an organization's core strategy. The course directly addresses the most challenging aspects of innovation in an established company, such as building a formal management system and gaining senior leadership buy-in for radical change. It uses the Business Model Canvas as a core framework, giving participants a clear and visual way to analyze and design a new business. This program is not just about generating ideas, it is about learning how to manage those ideas and turn them into a new source of competitive advantage. It gives professionals the strategic foresight and practical skills to lead a business through a complete transformation, ensuring its long-term viability and growth.