Innovation Professional Driving Institutional Change Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #INN7066_265105

Course Introduction / Overview:

This comprehensive training course is designed to develop certified innovation professionals who can drive meaningful, institutional changes. It goes beyond basic creativity techniques to focus on the systematic processes and leadership skills required to embed innovation into an organization's DNA. The program provides a deep dive into strategic innovation, from developing a long-term vision to executing specific initiatives. Participants will learn how to build an innovation ecosystem, manage a portfolio of projects, and measure the tangible impact of their work. The curriculum is informed by leading academic research and a proven methodology for driving corporate change. It incorporates insights from authors like Gary Hamel, who in his book Leading the Revolution argues for a radical, bottom-up approach to institutional change. The course at BIG BEN Training Center emphasizes a blend of theoretical knowledge and practical application through case studies and simulations. By the end, participants will have a clear understanding of how to overcome institutional resistance, gain buy-in from all levels and lead their organizations toward a more innovative and competitive future. This program is for those who want to be true agents of change.

Target Audience / This training course is suitable for:

- Innovation managers and directors.
- Chief Innovation Officers (CIOs) and Chief Strategy Officers (CSOs).
- Organizational development specialists.
- Change management leaders.
- Senior project managers.
- Corporate trainers and consultants.
- Professionals responsible for driving institutional change.

Target Sectors and Industries:

- Technology and IT Services.
- Financial and Insurance.
- Healthcare and Education.
- Professional Services.
- Manufacturing and Automotive.
- Retail and Consumer Goods.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Strategy and Planning.
- Innovation and R&D.
- Business Transformation.
- Human Resources (HR).
- Corporate Training.
- Operations and Process Improvement.
- Marketing and Communications.

Course Offerings:

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

- Formulate and execute a corporate innovation strategy.
- Build an internal innovation ecosystem and culture.
- Lead institutional change by overcoming resistance.
- Develop a robust framework for managing an innovation portfolio.
- Measure the return on investment for innovation initiatives.
- Champion innovative ideas to secure executive buy-in and resources.
- Design and facilitate workshops for creative problem-solving.

Course Methodology:

This training course uses an advanced, results-oriented methodology that focuses on practical application and strategic thinking. The program is built on a case study method where participants analyze real-world examples of successful and failed institutional change initiatives. Each unit includes interactive sessions, group discussions, and role-playing exercises that allow participants to practice leading and managing innovation. The course uses a portfolio of tools and frameworks, including strategic planning models and cultural assessment tools, to provide a comprehensive approach to change. Instructors at BIG BEN Training Center will provide in-depth feedback and mentorship, guiding participants as they develop a personal action plan for their own organizations. The program is designed to be highly engaging and collaborative, fostering a network of peers who can support each other's professional development. This methodology ensures that participants not only gain knowledge but also acquire the leadership and strategic skills needed to drive innovation from the top down and the bottom up.

Course Agenda (Course Units):

Unit One: The Institutional Context of Innovation

- Understanding the difference between corporate and institutional change.
- Assessing an organization's innovation maturity and culture.
- Identifying systemic barriers to innovation.
- Developing a vision for institutional change.
- Exploring the role of a Certified Innovation Professional.
- Case study analysis of institutional innovation successes.
- Building a business case for a long-term innovation strategy.

Unit Two: Building an Innovation Ecosystem

- Mapping internal and external innovation sources.
- Designing and facilitating idea management systems.
- Establishing an innovation steering committee.
- Developing a process for open innovation and collaboration.
- Structuring an innovation team for success.
- Managing relationships with internal stakeholders.
- Creating and using a corporate innovation lab.

Unit Three: Leading Institutional Change

- Communicating the need for change effectively.
- Overcoming resistance from different organizational levels.
- Building a coalition of champions and early adopters.
- Using influence and negotiation skills to secure buy-in.
- Managing the human side of change.
- Celebrating small victories to build momentum.
- Leading from the middle as an innovation professional.

Unit Four: Innovation Portfolio Management

- Developing a portfolio strategy for innovation projects.
- Balancing a portfolio of different types of innovation.
- Using a stage-gate process to manage projects.
- Allocating resources to the most promising initiatives.
- Measuring the financial and strategic impact of innovation.
- Using metrics to report progress to leadership.
- Making data-driven decisions about project continuation.

Unit Five: The Future of the Innovation Professional

- Building a personal brand as a change agent.
- Developing a continuous learning plan.
- Networking with other innovation professionals.
- Identifying future trends and disruptions.
- Creating a personal roadmap for leading institutional change.
- Final project presentation on a proposed 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:

In what ways can a certified innovation professional navigate the inherent conflict between an organization's need for stable, efficient operations and its need for disruptive, often unpredictable, innovation?

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

This training course is specifically designed for professionals who want to lead innovation at an institutional level, making it far more advanced than a typical course on creative thinking or project management. It provides a comprehensive framework for driving change across an entire organization, not just within a single team. The program focuses on strategic and political aspects of innovation, teaching participants how to secure buy-in, manage stakeholders, and overcome systemic resistance. It goes beyond tools and techniques to address the cultural and leadership challenges that often derail innovation efforts. The curriculum is built on a foundation of real-world case studies and academic theory from leaders like Gary Hamel, giving participants a deep understanding of what it takes to transform a company. The course also uniquely prepares participants to act as "Certified Innovation Professionals," equipped with the credibility and skills to lead complex, large-scale initiatives. This program is for those who are ready to become a strategic force for change and not just a contributor to a project.