Leading Creative Innovation & Strategic Growth Training Course



19 - 23 Oct 2026

Madrid

5900 € (Per Person)

Ref: #INN7381_56773

Course Introduction / Overview:

This comprehensive training course is designed to equip executives and senior leaders with the critical skills and mindset needed to drive innovation and foster strategic growth in today's dynamic business environment. The program delves into the core principles of strategic innovation and creative strategy, providing a robust framework for transforming ideas into tangible business results. Participants will explore concepts like disruptive innovation and blue ocean strategy, learning how to move beyond existing market boundaries and create uncontested market space. The curriculum is built on a foundation of proven methodologies, including design thinking and agile innovation, and it draws on the work of prominent thinkers in the field. For instance, the course incorporates insights from authors like Clayton Christensen, who in his seminal work The Innovator's Dilemma, explains why even successful companies can fail to capitalize on disruptive innovations. Through a blend of theoretical knowledge and practical application, this course helps leaders at BIG BEN Training Center to cultivate a culture of innovation, manage the innovation process from ideation to implementation, and ultimately, build a sustainable competitive advantage. It is a strategic program for those who want to lead their organizations into the future, mastering the intersection of creativity, strategy, and execution.

Target Audience / This training course is suitable for:

- Chief Executive Officers (CEOs) and Chief Operating Officers (COOs).
- Executive Vice Presidents and Senior Vice Presidents.
- Directors and Senior Managers of Strategy, Marketing, and R&D.
- Innovation Managers and Consultants.
- Business Development and Product Leaders.
- Entrepreneurs and startup founders.
- Team leaders and department heads aim to foster an innovative culture.

Target Sectors and Industries:

- Technology and Telecommunications.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Automotive.
- Retail and Consumer Goods.
- Professional Services, including consulting and legal firms.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Strategy and Planning.
- Research and Development (R&D).
- Marketing and Brand Management.
- Product Development and Innovation.
- Corporate Training and Organizational Development.
- Business Transformation and Change Management.
- Human Resources (HR) aims to build innovative teams.

Course Offerings:

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

- Formulate and execute a cohesive corporate innovation strategy.
- Implement design thinking methodologies to solve complex business problems.
- Cultivate a culture of creative thinking and continuous improvement within their teams.
- Identify and seize opportunities for disruptive innovation and market leadership.
- Develop and manage an innovation pipeline from ideation to commercialization.
- Overcome organizational barriers to innovation and lead strategic change.
- Align creative initiatives with core business objectives to drive tangible results.

Course Methodology:

This training course uses an interactive and hands-on methodology that blends theoretical learning with practical application. The program is built around a series of dynamic, real-world case studies that challenge participants to apply new concepts in realistic business scenarios. Participants will engage in collaborative teamwork and group exercises, which are designed to foster peer learning and diverse perspectives. The course features interactive sessions and workshops, where experts guide participants through innovation frameworks like the lean startup methodology and strategic innovation. Regular feedback sessions with instructors and peers will help participants to refine their creative strategies and leadership skills. A key part of the program at BIG BEN Training Center is its focus on actionable insights, moving beyond abstract theories to provide participants with concrete tools they can use to create a culture of innovation and lead change. This approach ensures that participants not only understand the principles but can also effectively use them in their day-to-day roles to drive strategic growth.

Course Agenda (Course Units):

Unit One: The Foundation of Strategic Innovation

- Understanding the core concepts of innovation and creativity.
- Identifying the innovation imperative in today's business landscape.
- Exploring different types of innovation, including disruptive innovation.
- Assessing your organization's innovation readiness.
- Developing a personal creative leadership style.
- Using frameworks to analyze innovation opportunities.
- Case study analysis on successful and failed innovation strategies.

Unit Two: Cultivating a Culture of Creativity and Innovation

- Building a psychological safe environment for idea generation.
- Fostering a creative mindset throughout the organization.
- Implementing open innovation and collaboration models.
- Overcoming common organizational barriers to creativity.
- Leadership's role in inspiring and empowering innovative teams.
- Measuring and rewarding creative contributions.
- Designing physical and digital spaces that encourage innovation.

Unit Three: The Strategic Innovation Process

- Mapping the innovation process from ideation to execution.
- Using design thinking to solve complex problems creatively.
- Developing a robust innovation portfolio and pipeline.
- Applying agile and lean startup principles to corporate innovation.
- Prototyping and testing new ideas quickly and cost-effectively.
- Managing risks associated with innovation initiatives.
- Aligning innovation projects with overall business strategy.

Unit Four: Crafting and Executing Creative Strategies

- Defining creative strategy and its components.
- Exploring the blue ocean strategy framework.
- Identifying new market spaces and customer segments.
- Developing compelling value propositions for new offerings.
- Communicating creative strategies to internal and external stakeholders.
- Building a strategic roadmap for growth.
- Analyzing competitive landscapes and future trends.

Unit Five: Leading Innovation and Driving Organizational Change

- Leading change through innovation.
- Motivating teams to embrace new ways of working.
- Sustaining innovation over the long term.
- Building a high-performing team for innovation.
- Using data and metrics to guide innovation decisions.
- Developing a personal action plan for leading innovation.
- Final capstone project and presentation of a new innovation strategy.

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 an era of rapid technological disruption, how do leaders balance the need for short-term financial performance with the long-term imperative of fostering a truly innovative and adaptive organizational culture?

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

This training course distinguishes itself by integrating creative strategy directly with executive-level innovation management. Instead of focusing on isolated tools or a single aspect of innovation, it provides a holistic and strategic framework that empowers leaders to connect creative thinking with tangible business outcomes. The program is not just about generating ideas; it is about building the systems and processes to turn those ideas into sustainable competitive advantages. Participants will gain practical experience through a series of hands-on workshops and real-world case studies, allowing them to apply concepts like disruptive innovation and blue ocean strategy to their own organizational challenges. The curriculum emphasizes the role of leadership in shaping an innovative culture, providing insights into how to motivate teams and overcome resistance to change. Unlike courses that offer a purely theoretical approach, this program is designed to be immediately applicable, giving executives the skills to lead and manage innovation with confidence and purpose. It provides a unique blend of strategic foresight and practical execution, ensuring participants are prepared to lead their organizations through the complexities of today's business world.