Strategic Innovation: Reimagining Value for Changing Markets Training Course



19 - 23 Oct 2026

Vienna

5800 € (Per Person)

Ref: #INN7673_55978

Course Introduction / Overview:

This training course is an advanced program designed for leaders and strategists who need to drive innovation that responds to and anticipates changing markets. It goes beyond tactical problem-solving to focus on how to build a systematic approach to strategic innovation and long-term business growth. The course explores how to reimagine value propositions, redefine business models, and create new market spaces. Participants will delve into key concepts like disruptive innovation and competitive strategy, learning how to stay ahead of the curve in a fast-paced environment. The curriculum is informed by seminal works in the field, including Blue Ocean Strategy by W. Chan Kim and Renée Mauborgne, which provides a framework for creating new market demand rather than competing in existing markets. This course at BIG BEN Training Center will equip professionals with tools to identify emerging trends, challenge industry assumptions, and lead their organizations through strategic transformation. Through a blend of theoretical frameworks and practical case studies, participants will learn how to align innovation efforts with core business objectives to achieve sustainable growth and a lasting competitive advantage.

Target Audience / This training course is suitable for:

- Senior executives and board members.
- Chief Strategy Officers (CSOs) and Chief Technology Officers (CTOs).
- Innovation directors and heads of R&D.
- Business unit leaders and general managers.
- Strategic planners and market analysts.
- Venture capitalists and investors.
- Entrepreneurs and startup founders.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Manufacturing and Industrial Goods.
- Retail and Consumer Goods.
- Professional Services, including consulting.
- Healthcare and Biotechnology.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

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

Course Offerings:

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

- Formulate a robust strategic innovation roadmap.
- Identify and capitalize on emerging market opportunities.
- Use the Blue Ocean Strategy framework to create new market spaces.
- Reimagine and redesign existing business models.
- Align innovation with long-term corporate strategy.
- Lead cross-functional teams to drive strategic transformation.
- Build a culture of continuous strategic foresight and adaptation.

Course Methodology:

This training course uses a high-level, interactive, and case-based methodology designed for strategic thinkers. The program will not just teach theories, it will require participants to apply them to complex, real-world scenarios. Each day is built around a deep dive into a case study of a major company's strategic transformation, from established giants to nimble startups. Participants will work in small groups to analyze these cases, debate strategic choices, and present their own recommendations. The course will also feature interactive sessions and workshops where participants use strategic frameworks like the Blue Ocean Strategy canvas and scenario planning to work on their own organizational challenges. Feedback is a critical component, with instructors providing expert guidance on strategic thinking and business model innovation. This approach ensures that participants leave with a clear understanding of how to use strategic innovation to reimagine their business and create new value in a changing market. BIG BEN Training Center offers a platform for this high-level strategic discourse.

Course Agenda (Course Units):

Unit One: The Imperative for Strategic Innovation

- Understanding the drivers of market change and disruption.
- Defining strategic innovation and its role in competitive advantage.
- Analyzing market trends and anticipating future shifts.
- Identifying core competencies and their relationship to innovation.
- Case study on a company that successfully reinvented itself.
- Developing a strategic foresight framework.
- The role of leadership in driving strategic changes.

Unit Two: Reimagining Value and Business Models

- Deconstructing the concept of value for the customer.
- Using the Business Model Canvas for strategic design.
- Exploring different business model innovation strategies.
- Identifying opportunities to disrupt existing markets.
- Learning from successful business model innovators.
- Creating a new value proposition.
- Workshop on business model redesign.

Unit Three: Blue Ocean Strategy

- Understanding the principles of Blue Ocean Strategy.
- Using the Four Actions Framework to create new markets.
- Creating a Strategy Canvas to visualize new value curves.
- Reaching beyond existing demand.
- Exploring case studies of blue ocean moves.
- Identifying non-customers and their needs.
- Workshop on applying the blue ocean framework.

Unit Four: Building a Strategic Innovation Roadmap

- Developing a portfolio of strategic innovation initiatives.
- Balancing incremental and disruptive innovation.
- Securing resources and gaining executive buy-in for strategic projects.
- Building a roadmap for implementation.
- Managing a portfolio of strategic bets.
- Measuring success beyond traditional metrics.
- Aligning innovation efforts with long-term corporate goals.

Unit Five: Leading Strategic Transformation

- The leadership qualities required for strategic change.
- Communicating a compelling vision for the future.
- Building a culture that embraces strategic risk.
- Overcoming institutional resistance to change.
- Developing a personal action plan for leading strategic innovation.
- Final strategic proposal presentation.
- Peer feedback and discussion.

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 organizations avoid the "innovator's dilemma" by simultaneously optimizing their current business while also investing in new, potentially disruptive, ventures?

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

This training course is distinct because it elevates the discussion of innovation from a tactical to a strategic level. Rather than focusing on a toolkit for one-off projects, the program provides a comprehensive framework for reimagining an entire business in response to changing markets. The core of the course is the application of high-level strategic concepts like Blue Ocean Strategy, giving participants a clear methodology for creating new market space and making competition irrelevant. The curriculum is designed for senior leaders and strategists, focusing on the critical challenges of aligning innovation with corporate strategy and overcoming institutional barriers to change. The course uses a case-based methodology, forcing participants to engage with complex business scenarios and develop their strategic thinking skills in a realistic context. This approach ensures that participants leave with a deep understanding of how to lead strategic transformation and build a lasting competitive advantage for their organizations. It is not just a course on innovation; it is a course on future-proofing a business.