Data-Driven Innovation for Sustainable Business Models Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN7953_265239

Course Introduction / Overview:

This training course is an advanced program designed for professionals who want to leverage data to drive innovation and build sustainable business models. It goes beyond simple data analysis to focus on the strategic application of data to identify new opportunities, create competitive advantages, and ensure long-term growth. Participants will learn how to use a variety of data sources, from customer feedback to operational metrics, to inform their innovation strategy. The curriculum addresses key topics, including big data analytics, machine learning, and business model design. It draws on the work of academics like Michael E. Porter, who in his book Competitive Strategy emphasizes how data and information systems can be used to achieve a competitive advantage. This course at BIG BEN Training Center will equip leaders with the tools to build a data-driven culture of innovation. By the end, professionals will have a clear understanding of how to use data to not only improve existing products but also to invent new business models that are both innovative and sustainable.

Target Audience / This training course is suitable for:

- Business analysts and data strategists.
- Chief Data Officers (CDOs) and data scientists.
- Product managers and business developers.
- Senior executives and corporate leaders.
- Strategic planners and market researchers.
- Entrepreneurs and startup founders.
- Anyone responsible for driving business growth.

Target Sectors and Industries:

- Technology and Software.
- Financial Services and Fintech.
- Retail and E-commerce.
- Healthcare and Life Sciences.
- Logistics and Supply Chain.
- Telecommunications.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Data and Analytics.
- Strategic Planning.
- Research and Development (R&D).
- Product Management.
- Business Intelligence.
- Marketing.
- Executive Leadership.

Course Offerings:

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

- Use data analytics to identify new business opportunities.
- Design and test new business models based on data insights.
- Build a framework for data-driven decision-making.
- Balance the use of internal and external data for innovation.
- Develop key performance indicators (KPIs) for data-driven projects.
- Overcome organizational barriers to using data for change.
- Create a roadmap for building a data-driven innovation culture.

Course Methodology:

This training course uses a highly analytical and case-based methodology, emphasizing the practical application of data principles. The program is built around a series of real-world case studies of companies that have used data to transform their business, from major corporations to nimble startups. Participants will engage in hands-on workshops where they will work with sample datasets to practice key skills like data analysis, visualization, and strategic interpretation. The course is designed to be highly interactive, with group discussions and peer-to-peer learning that allows participants to share their own experiences and challenges. Instructors at BIG BEN Training Center will provide expert guidance on how to translate data insights into actionable business strategies. This pragmatic approach ensures that participants leave with a clear understanding of the principles of data-driven innovation and the practical skills to apply them to their own organizations. This program is for professionals who want to move beyond intuition and use data as a strategic asset for innovation and growth.

Course Agenda (Course Units):

Unit One: The Foundations of Data-Driven Innovation

- Understanding the difference between data analysis and data-driven innovation.
- The role of data as a strategic asset.
- Identifying key data sources for innovation.
- Case study on a company that uses data to disrupt its industry.
- Overcoming data-related challenges, such as a lack of quality or access.
- Building a business case for a data-driven project.
- Connecting data insights to strategic business goals.

Unit Two: Data Analysis for Opportunity Identification

- Using data to identify unmet customer needs.
- Analyzing market trends and competitor data.
- Using customer segmentation to find new markets.
- Predicting future market shifts with data.
- Introduction to different data analysis tools.
- The role of visualization in communicating data insights.
- Workshop on a data analysis project.
- Three: Designing a Sustainable Business Model
- Understanding the components of a sustainable business model.
- Using data to design a new value proposition.
- Identifying key revenue streams and cost drivers.
- Testing a new business model with data.
- Case study on a company with a strong data-driven business model.
- The ethics of using data for innovation.
- Developing a roadmap for business model reinvention.

Unit Four: Building a Data-Driven Culture

- The leadership skills required to drive data adaptation.
- Empowering teams to use data for decision-making.
- Creating a shared vocabulary around data.
- Overcoming organizational resistance to change.
- Building a system for continuous data collection and feedback.
- Communicating the value of a data-driven approach.
- Workshop on an internal change management plan.

Unit Five: Implementation and Measurement

- Developing a plan for piloting a new data-driven initiative.
- Establishing key performance indicators (KPIs) for a data-driven project.
- Measuring the return on investment (ROI) of a data initiative.
- Iterating on a new business model based on data feedback.
- The future of data and innovation, including AI and machine learning.
- Final project presentation on a data-driven innovation plan.
- 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:

How can a company use data to identify a customer need that the customer themselves is not yet aware of, and then design a new business model around that need in a way that feels intuitive rather than invasive?

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

This training course is unique because it focuses on the strategic connection between data and innovation. Unlike a traditional data analytics course that may focus on technical skills, this program is designed for leaders and strategists who want to use data to drive real business growth. The curriculum provides a practical framework for translating data insights into new business models and competitive advantages. It addresses the critical challenges of building a data-driven culture, from overcoming internal resistance to measuring the return on investment of new initiatives. The course uses a hands-on, case-based methodology, allowing participants to apply their skills to real-world scenarios. This program is not just about using data to make better decisions, it is about using data to invent the future of a business. It gives professionals a rare and valuable skill set that combines analytical rigor with creative foresight.