Corporate Innovation from Ideation to Implementation Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN8191_265095

Course Introduction / Overview:

This intensive training course is a hands-on bootcamp designed to equip corporate professionals with a systematic process for driving innovation. The program moves from the initial spark of an idea to its successful implementation within an organization. It covers a full range of topics, including strategic innovation, creative problem-solving, and the practical aspects of managing an innovation pipeline. The curriculum is built on a foundation of proven frameworks, such as design thinking and agile innovation, and it provides participants with a clear roadmap for change. We will draw on the work of academics like Vijay Govindarajan, who in his book The Three-Box Solution, offers a practical framework for leading innovation within a company. Participants will learn how to identify new market opportunities, overcome internal resistance, and secure buy-in from key stakeholders. This program at BIG BEN Training Center emphasizes experiential learning, using case studies and real-world scenarios to ground theoretical concepts in practice. By the end of this bootcamp, professionals will have a comprehensive toolkit and a clear understanding of how to lead innovation initiatives that deliver measurable business growth and competitive advantage.

Target Audience / This training course is suitable for:

- Corporate innovation teams and task forces.
- R&D professionals and product managers.
- Business unit leaders and department heads.
- Strategic planners and analysts.
- Engineers and designers.
- Marketing and brand managers.
- Mid-level managers and executives responsible for growth initiatives.

Target Sectors and Industries:

- Technology and Telecommunications.
- Automotive and Manufacturing.
- Financial Services and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Products.
- Energy and Utilities.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Strategy and Corporate Planning.
- Research and Development (R&D).
- Product Innovation.
- Business Transformation.
- Marketing and Sales.
- Information Technology (IT).
- Operations.

Course Offerings:

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

- Apply a structured, end-to-end process for corporate innovation.
- Generate and evaluate a portfolio of new business ideas.
- Overcome common organizational barriers to innovation and change.
- Secure leadership support and funding for innovative projects.
- Develop a minimum viable product (MVP) and test it effectively.
- Build and lead cross-functional teams for innovation initiatives.
- Measure the ROI of innovation and tie it to strategic goals.

Course Methodology:

This training course uses a highly practical and immersive bootcamp methodology. The program is structured as a series of hands-on workshops and team-based projects, rather than traditional lectures. Participants will work through simulated business challenges, applying frameworks like design thinking to solve real-world problems. The focus is on active learning, including rapid prototyping, brainstorming sessions, and collaborative problem-solving. Each day includes a mix of theoretical concepts and practical applications, ensuring participants can see how each step of the innovation process works. The course provides a supportive environment for experimentation and learning from failure, which is a critical part of innovation. Participants will receive personalized feedback from instructors and engage in peer review to refine their ideas and skills. This pragmatic approach at BIG BEN Training Center ensures that professionals leave with a concrete action plan and the confidence to implement an innovation project from start to finish within their organization.

Course Agenda (Course Units):

Unit One: Strategic Foundation of Corporate Innovation

- Defining the scope and purpose of innovation.
- Exploring different types of innovation for corporate settings.
- Assessing internal capabilities and market opportunities.
- Building an innovation strategy aligned with business goals.
- Identifying key performance indicators for innovation.
- Case study analysis on successful innovation frameworks.
- Understanding the difference between exploration and exploitation.

Unit Two: The Art and Science of Idea Generation

- Conducting customer discovery and market research.
- Using creative problem-solving techniques.
- Facilitating effective brainstorming sessions.
- Building a diverse innovation team.
- Managing an internal idea submission process.
- Evaluating ideas based on strategic fitness and potential impact.
- Creating a shared language for innovation.

Unit Three: From Concept to Validation

- Developing a compelling value proposition.
- Using the business model canvas to map a new idea.
- Creating a minimum viable product (MVP) for testing.
- Designing and conducting a lean experiment.
- Analyzing customer feedback and data.
- Deciding whether to pivot, persevere, or stop.
- Case study on a successful MVP launch.

Unit Four: Building the Business Case for Innovation

- Developing a financial model for a new initiative.
- Communicating the business case to senior leadership.
- Creating a roadmap for phased implementation.
- Identifying and mitigating risks.
- Building a coalition of internal champions.
- Planning for resource allocation and budgeting.
- Overcoming resistance to change and new ideas.
- Five: Launching and Sustaining Innovation
- Scaling an innovation from pilot to full launch.
- Managing project timelines and milestones.
- Building a culture of continuous improvement.
- Integrating innovation into daily operations.
- Celebrating small wins to build momentum.
- Developing a personal action plan for innovation leadership.
- Final project presentations and peer feedback.

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 large, established corporation cultivate a startup mindset of rapid experimentation and agility without compromising its core business operations and brand reputation?

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

This training course stands out as a focused and practical bootcamp that provides an end-to-end process for corporate innovation. Unlike other programs that may cover a single aspect, this course gives participants a complete roadmap, from the initial idea to final implementation. The emphasis is on building a repeatable, systematic process that can be applied to any new project. The program is highly interactive, using a hands-on, team-based approach that makes the learning experience both engaging and practical. Participants won't just learn about concepts like design thinking and lean startup; they will actually apply them to solve problems and build a business case. The curriculum is also uniquely tailored to the corporate environment, focusing on how to navigate internal politics, secure resources, and overcome bureaucratic hurdles. This bootcamp style is designed to be a high-impact experience that delivers tangible skills and a clear action plan. It gives professionals the confidence and tools to lead innovation initiatives that deliver measurable results and help their organizations stay competitive.