Navigating Global Innovation and Competitiveness Training Course



21 - 25 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #INN9880_278067

Course Introduction / Overview:

In today's hyper-connected and rapidly evolving global marketplace, the ability to anticipate trends, understand competitive dynamics, and innovate strategically is no longer a luxury but a core necessity for survival and growth. This training course is meticulously designed to equip professionals with the advanced knowledge and practical tools required to navigate the complex landscape of global innovation and competitiveness. Drawing upon foundational concepts from leading thinkers like Michael E. Porter, whose seminal work "Competitive Strategy: Techniques for Analyzing Industries and Competitors" revolutionized strategic management, this program moves beyond theory to offer actionable insights. Participants will explore the driving forces behind disruptive technologies, analyze emerging market opportunities, and learn to build resilient organizational strategies. BIG BEN Training Center has developed this immersive experience to foster a deep understanding of how to create and sustain a competitive advantage by harnessing the power of strategic foresight, data-driven analysis, and a culture of continuous innovation, ensuring your organization is not just a participant but a leader in the future economy.

Target Audience / This training course is suitable for:

- Strategic Planners and Corporate Strategists.
- Business Development Managers and Executives.
- Research and Development (R&D) Professionals and Managers.
- Product Managers and Innovation Leaders.
- Market Intelligence and Competitive Analysis Specialists.
- Entrepreneurs and Business Owners.
- Management Consultants.
- Senior Managers and Department Heads seeking to drive growth.
- Policy Advisors and Government Officials involved in economic development.

Target Sectors and Industries:

- Technology and Information Communication.
- Financial Services, Banking, and Fintech.
- Manufacturing and Industrial Production.
- Pharmaceuticals, Healthcare, and Biotechnology.
- Consulting and Professional Services.
- Energy, Utilities, and Green Technology.
- Retail, E-commerce, and Consumer Goods.
- Governmental bodies and public sector agencies.
- Telecommunications and Media.
- Automotive and Transportation.

Target Organizations Departments:

- Strategic Planning and Corporate Development.
- Research and Development (R&D).
- Product Management and Development.
- Marketing and Market Research.
- Business Intelligence and Analytics.
- Corporate Venture Capital and Innovation Hubs.
- Operations and Supply Chain Management.
- Executive Management.
- International Business and Global Operations.

Course Offerings:

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

- Analyze global innovation megatrends and their potential impact on various industries.
- Apply strategic frameworks like Porter's Five Forces and Blue Ocean Strategy to assess competitive landscapes.
- Evaluate the role of disruptive technologies such as AI, IoT, and blockchain in reshaping business models.
- Develop a robust framework for continuous environmental scanning and competitive intelligence gathering.
- Formulate actionable innovation strategies aligned with organizational goals and market opportunities.
- Cultivate an organizational culture that supports and drives continuous innovation.
- Utilize scenario planning and strategic foresight techniques to anticipate future market shifts.
- Assess geopolitical and economic risks to build resilient and adaptive global strategies.
- Measure the return on investment (ROI) of innovation initiatives.
- Lead cross-functional teams in the development and execution of innovation projects.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and directly applicable to the participant's professional context. We believe that deep learning occurs through active engagement, not passive listening. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. A significant portion of the program is dedicated to analyzing real-world case studies of companies that have successfully navigated global competition and those that have failed, providing critical lessons in strategy and execution. Participants will work in collaborative teams on practical exercises and business simulations that challenge them to apply analytical frameworks to complex scenarios. Facilitated group discussions, brainstorming sessions, and peer-to-peer feedback are integral components, creating a dynamic environment for sharing diverse perspectives. The facilitator will act as a guide, providing expert insights, personalized coaching, and ensuring that the theoretical concepts are firmly grounded in practical, real-world application, empowering participants to return to their organizations with tangible skills and a strategic mindset.

Course Agenda (Course Units):

Unit One: Foundations of Global Innovation and Competitiveness

- Defining innovation in a global context.
- The historical evolution of competitive strategy.
- Key drivers of globalization and market integration.
- Understanding the concept of national competitive advantage.
- Introduction to innovation ecosystems and their components.
- The role of intellectual property in a global strategy.
- Core principles of strategic management and foresight.

Unit Two: Frameworks for Competitive and Market Analysis

- Conducting a comprehensive PESTLE (Political, Economic, Social, Technological, Legal, Environmental) analysis.
- Mastering Porter's Five Forces for industry analysis.
- Utilizing the VRIO (Value, Rarity, Imitability, Organization) framework for internal analysis.
- Applying SWOT analysis for strategic planning.
- Mapping competitive positions using strategic group analysis.
- Introduction to Blue Ocean Strategy for creating uncontested market space.
- Techniques for effective competitor intelligence gathering and analysis.

Unit Three: Decoding Technological Megatrends and Disruption

- Identifying and analyzing key technological megatrends.
- The impact of Artificial Intelligence and Machine Learning on business operations.
- Understanding the Internet of Things (IoT) and its strategic implications.
- Exploring the potential of Blockchain beyond cryptocurrency.
- The rise of the circular economy and sustainable innovation.
- Navigating the challenges and opportunities of digital transformation.
- Case studies of industry disruption by technological innovation.

Unit Four: Formulating and Implementing Innovation Strategy

- Building a corporate innovation portfolio (Incremental, Radical, Disruptive).
- Developing an open innovation model and strategic partnerships.
- Fostering a culture of creativity and psychological safety.
- Managing the innovation pipeline from ideation to commercialization.
- Agile methodologies for innovation project management.
- Metrics and KPIs for measuring innovation performance and ROI.
- Aligning innovation strategy with overall corporate objectives.

Unit Five: Advanced Strategic Foresight and Global Resilience

- Introduction to scenario planning and future-proofing methodologies.
- Analyzing geopolitical risks and their impact on global business.
- Building adaptive and resilient supply chains.
- Strategies for entering and competing in emerging markets.
- Developing a global mindset within the organization.
- Ethical considerations in global innovation and competition.
- Capstone Project: Developing a comprehensive innovation and competitive strategy for a case study organization.

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 can established corporations balance the exploitation of existing capabilities with the exploration of new, uncertain innovations without succumbing to the 'innovator's dilemma'?

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

This course distinguishes itself by moving beyond a purely theoretical examination of innovation and competition to provide a deeply integrated, forward-looking, and practical strategic framework. While many programs focus on isolated tools or historical case studies, this curriculum emphasizes the synthesis of competitive analysis with proactive strategic foresight. It uniquely prepares participants not just to react to current market conditions but to anticipate and shape future ones by decoding technological megatrends and geopolitical shifts. The curriculum is built on a philosophy of applied learning, prioritizing interactive simulations and collaborative problem-solving over passive instruction. This ensures that participants internalize complex frameworks by applying them to real-world business challenges. Furthermore, the course content is dynamically updated to reflect the latest global trends, ensuring the insights and skills acquired are immediately relevant and potent. It is designed for the strategic thinker aiming to build resilient, adaptive organizations capable of achieving a sustainable competitive advantage in a volatile global landscape, focusing on the 'how' of strategy implementation, not just the 'what' of analysis.