Innovation in Action with Real-World Applications Training Course



16 - 20 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #INN9999_265082

Course Introduction / Overview:

This training course is an immersive and practical program designed to help professionals transform their understanding of innovation from theory into practice. It focuses on the application of key innovation concepts through real-world case studies and interactive workshops. Participants will work through a series of hands-on activities that mirror the challenges and opportunities faced by leading innovative companies. The program covers the entire innovation lifecycle, from identifying a market need to launching a new product or service. We will use proven frameworks such as lean startup methodology and design thinking to help participants build a systematic approach to problem solving. The curriculum is enriched by insights from leading academics in the field, including Eric Ries, author of The Lean Startup, which offers a scientific approach to creating and managing startups and getting a desired product to customers' hands faster. By working through diverse examples of corporate innovation, participants will learn how to build an innovative culture, manage creative teams, and overcome common barriers to change. This course at BIG BEN Training Center is the perfect choice for professionals who need to see how innovation works in practice and want to acquire a toolkit of actionable strategies.

Target Audience / This training course is suitable for:

- Managers and team leaders across all departments.
- Project managers and program managers.
- Product managers and developers.
- Entrepreneurs and startup founders.
- Innovation and R&D specialists.
- Business analysts and strategists.
- Consultants and change management professionals.

Target Sectors and Industries:

- Technology and Software.
- Consumer Goods and Retail.
- Financial Services and FinTech.
- Healthcare and Biotechnology.
- Education and Professional Training.
- Media and Entertainment.
- Government agencies and equivalent public sector organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Product Management.
- Business Development.
- Strategic Planning.
- Marketing.
- Operations.
- Human Resources (HR).

Course Offerings:

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

- Apply lean startup principles to test and validate new business ideas.
- Analyze real-world case studies to identify key innovation drivers.
- Use design thinking methodologies to create customer-centric solutions.
- Develop an action plan for implementing innovation within their own teams.
- Overcome organizational resistance to change and new ideas.
- Build and lead high-performing innovation teams.
- Measure the impact of innovation initiatives on business performance.

Course Methodology:

This training course is centered on an action-oriented methodology that prioritizes doing over just knowing. The program is built around a series of intensive workshops where participants will tackle specific, real-world business challenges using innovation tools and frameworks. Each day will include a deep dive into a case study of a successful or failed innovation, followed by group exercises where participants apply the lessons learned. The course incorporates interactive sessions, where participants will practice rapid prototyping and receive immediate, constructive feedback from instructors and peers. We will use a team-based approach, fostering a collaborative environment where participants learn from diverse perspectives and build a strong network. The program at BIG BEN Training Center focuses on practical skills, such as how to conduct a customer discovery interview or create a minimum viable product. This hands-on, problem-based approach ensures that participants leave not just with knowledge, but with the confidence and ability to drive innovation forward in their own organizations.

Course Agenda (Course Units):

Unit One: The Business of Innovation

- Understanding the value of innovation in a competitive market.
- Exploring different types of innovation through case studies.
- Identifying opportunities for innovation within an existing business model.
- Developing a business case for a new idea.
- Analyzing the innovation strategies of market leaders.
- Assessing your organization's readiness for change.
- Introducing the core concepts of lean startup.

Unit Two: Design Thinking in Action

- Empathizing with customers through user research.
- Defining a problem statement based on customer needs.
- Ideating and brainstorming creative solutions.
- Prototyping a product or service concept.
- Testing and iterating on a prototype with real users.
- Learning from failure and pivoting on an idea.
- Applying the design thinking process to a real-world challenge.

Unit Three: Building and Testing Your Business Model

- Using the business model canvas to map a new venture.
- Identifying key partners and resources for innovation.
- Understanding customer segments and value propositions.
- Developing a minimum viable product (MVP).
- Conducting customer interviews to validate assumptions.
- Analyzing early-stage user feedback.
- Iterating on the business model based on data.

Unit Four: Launching and Scaling Innovations

- Developing a go-to-market strategy.
- Managing an innovation project portfolio.
- Building a culture that supports risk-taking.
- Aligning innovation initiatives with corporate goals.
- Measuring key performance indicators for innovation projects.
- Scaling a successful pilot project.
- Case study on scaling a disruptive innovation.

Unit Five: Leading Innovation-Driven Change

- Leading teams through the innovation process.
- Communicating the vision for change.
- Overcoming internal resistance and gaining buy-in.
- Fostering a sense of ownership among team members.
- Developing a personal action plan for innovation leadership.
- Presenting final innovation proposals.
- Reflecting on the course and preparing for implementation.

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:

Given that many innovative ideas fail, how can an organization create a safe environment for experimentation and learning without jeopardizing its core business operations?

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

This training course stands out by moving beyond abstract theories to a hands-on, application-focused approach. Rather than simply discussing innovation, participants will work through a series of real-world case studies and workshops that simulate the challenges of launching new products and services. The program is built on a practical, learning-by-doing model, which allows participants to immediately apply the frameworks and tools in a guided environment. This focus on "Innovation in Action" provides a more tangible and memorable learning experience than a traditional lecture-based course. We place strong emphasis on frameworks like design thinking and the lean startup, providing participants with a repeatable, systematic process for innovation. The curriculum is not just about ideation, it's about the entire journey from concept to launch, including how to overcome organizational barriers and manage internal stakeholders. Participants will leave with a practical toolkit and a clear understanding of how to implement a culture of innovation within their own teams, making them more effective contributors to their company's growth.