Strategic Innovation Management with ISO 56002 Training Course



26 - 30 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #ISO5104_278533

Course Introduction / Overview:

In today's hyper-competitive global market, systematic innovation is no longer a luxury but a critical driver of survival and growth. This course provides a comprehensive guide to establishing, implementing, maintaining, and continually improving an Innovation Management System (IMS) based on the ISO 56002 guidelines. Moving beyond abstract theories, this program offers a structured framework to embed innovation into the very DNA of an organization, transforming sporadic creative sparks into a consistent and manageable process that delivers tangible value. We will explore the principles and practices that enable organizations to effectively manage their innovation activities, from initial insight to successful market implementation. Drawing on concepts from leading thinkers like Henry Chesbrough, author of "Open Innovation: The New Imperative for Creating and Profiting from Technology", this course demystifies the innovation lifecycle. BIG BEN Training Center has designed this program to equip professionals with the skills to lead innovation initiatives, foster a resilient innovation culture, and align innovation strategy with overall business objectives, ensuring a sustainable competitive advantage. Participants will learn to navigate the complexities of managing an innovation portfolio, mitigating risks, and measuring the real impact of their innovation efforts.

Target Audience / This training course is suitable for:

- Innovation Managers and Directors.
- Research and Development (R&D) Professionals and Leaders.
- Product Development Managers and Team Members.
- Chief Strategy Officers and Strategic Planners.
- Quality Management and Continuous Improvement Specialists.
- Business Development Managers.
- Entrepreneurs and Business Owners.
- Consultants specializing in management and innovation.
- Project and Program Managers.
- Anyone responsible for driving growth and change within their organization.

Target Sectors and Industries:

- Manufacturing and Engineering.
- Information Technology and Telecommunications.
- Pharmaceuticals and Healthcare.
- Financial Services and FinTech.
- Consumer Goods and Retail.
- Energy and Utilities.
- Aerospace and Defense.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.
- Education and Research Institutions.

Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Corporate Planning.
- Product and Service Development.
- Operations and Production.
- Quality Assurance and Control.
- Marketing and Sales.
- Business Development.
- Information Technology (IT).
- Human Resources.
- Finance and Investment.

Course Offerings:

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

- Comprehend the principles, vocabulary, and structure of the ISO 56000 series of standards.
- Interpret the requirements of the ISO 56002 guidelines for practical application.
- Develop a strategic vision and policy for innovation aligned with organizational goals.
- Establish and lead an effective Innovation Management System (IMS).
- Foster a robust innovation culture that encourages creativity and collaboration.
- Manage the entire innovation process from ideation to value realization.
- Implement tools and techniques for opportunity identification and concept validation.
- Develop and manage a balanced innovation portfolio.
- Establish relevant metrics (KPIs) to measure innovation performance.
- Conduct internal audits and management reviews of the Innovation Management System.
- Drive continuous improvement within the organization's innovation capabilities.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and engaging, ensuring that participants not only learn the theory but can also apply it effectively in their professional roles. Our approach moves beyond traditional lectures to create a dynamic learning environment. The course is built on a foundation of expert-led instruction, where experienced facilitators guide participants through the core concepts of ISO 56002 and innovation management. This is complemented by a rich blend of learning techniques, including in-depth case study analysis of successful and unsuccessful innovation initiatives from various industries. Participants will engage in collaborative group discussions and workshops, allowing them to share experiences and solve complex problems together. Practical, hands-on exercises and simulation activities will be used to reinforce learning and build confidence in applying new tools and frameworks. Ample time is allocated for Q&A sessions and personalized feedback from the instructor, ensuring that individual learning needs are addressed. This immersive, application-focused methodology guarantees that participants leave the course with actionable insights and the competence to implement a world-class Innovation Management System.

Course Agenda (Course Units):

Unit One: Foundations of Innovation Management and ISO 56002

- Introduction to Innovation Management Systems (IMS).
- The Importance of Systematic Innovation for Business Growth.
- Overview of the ISO 56000 Family of Standards.
- Deep Dive into ISO 56002:2019 Guidelines and Principles.
- Understanding the Context of the Organization for Innovation.
- Identifying Internal and External Issues Affecting the IMS.
- Defining the Scope of the Innovation Management System.
- Understanding the Needs and Expectations of Interested Parties.

Unit Two: Leadership, Strategy, and Innovation Culture

- The Critical Role of Top Management in Driving Innovation.
- Establishing and Communicating an Innovation Vision and Policy.
- Defining Roles, Responsibilities, and Authorities within the IMS.
- Strategic Planning for Innovation and Setting Objectives.
- Aligning Innovation Strategy with Overall Business Strategy.
- Resource Planning and Allocation for Innovation Initiatives.
- Fostering a Collaborative and Creative Innovation Culture.
- Managing Competence, Awareness, and Communication for Innovation.

Unit Three: Mastering the Innovation Process

- Overview of the Innovation Process from Insight to Value.
- Identifying Opportunities and Generating Insights.
- Techniques for Creative Concept Generation and Ideation.
- Validating Concepts through Prototyping and Testing.
- Developing and Documenting Innovative Solutions.
- Deploying Solutions and Capturing Value.
- Managing Intellectual Property within the Innovation Process.
- Documenting Information and Knowledge Management for the IMS.

Unit Four: Innovation Enablers and Performance Evaluation

- Implementing Innovation Management Techniques and Tools.
- Strategic Intelligence and Future-Sighting Methods.
- Portfolio Management for Innovation Initiatives.
- Partnership and Collaboration Strategies (Open Innovation).
- Monitoring, Measurement, Analysis, and Evaluation of the IMS.
- Defining Key Performance Indicators (KPIs) for Innovation.
- Conducting Internal Audits of the Innovation Management System.
- The Management Review Process for the IMS.

Unit Five: Sustaining and Improving the Innovation System

- Principles of Continual Improvement in an IMS.
- Managing Nonconformities and Implementing Corrective Actions.
- Integrating the IMS with other Management Systems (e.g., ISO 9001).
- Navigating the Challenges of IMS Implementation.
- Future Trends in Innovation Management and Standards.
- Case Study: Building a Resilient Innovation Ecosystem.
- Developing a Personal Action Plan for Implementation.
- Final Course Review and Open Forum 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 an organization balance the structured processes of an ISO 56002-aligned system with the inherent need for creative freedom and serendipity in breakthrough innovation?

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

This course distinguishes itself by focusing intensely on the practical implementation of an Innovation Management System, rather than merely reciting the clauses of the ISO 56002 standard. While other programs may provide a theoretical overview, our curriculum is built around a "how-to" approach, translating complex guidelines into actionable strategies and operational workflows. We emphasize the connection between the IMS framework and tangible business outcomes, such as enhanced competitive advantage, market leadership, and sustainable growth. The content is enriched with real-world case studies that illustrate both the successes and pitfalls of innovation management, providing participants with invaluable lessons learned. Furthermore, the training methodology at BIG BEN Training Center is designed for deep learning, utilizing interactive workshops and collaborative problem-solving sessions that challenge participants to apply concepts to scenarios relevant to their own organizations. Our expert instructors bring a wealth of industry experience, offering practical insights and mentorship that go far beyond standard textbook knowledge. The program is uniquely structured to empower leaders not just to manage innovation, but to champion a pervasive culture of continuous improvement and strategic creativity.