



LEADING INNOVATION AND CREATIVITY FOR COMPETITIVE ADVANTAGE TRAINING COURSE

08 - 12 Nov 2026

AMMAN

3800 € (PER PERSON)

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Course Introduction / Overview:

This training course, offered by BIG BEN Training Center, delves into the critical intersection of innovation and creativity, equipping participants with robust innovation leadership strategies essential for achieving strategic competitive advantage in today's dynamic global landscape. It is designed to foster an environment where organizational creativity development thrives, enabling businesses to navigate market disruption and drive sustainable growth. Participants will explore advanced creative problem-solving techniques and learn how to implement effective strategic innovation management across various sectors. The curriculum emphasizes building an innovation culture, understanding the nuances of design thinking for innovation, and leveraging disruptive innovation strategies to future-proof organizations. We will examine concepts from leading academic thinkers such as Teresa Amabile, whose extensive research, particularly highlighted in her work "Creativity in Context: Update to the Social Psychology of Creativity," provides a foundational understanding of fostering creativity within organizational settings. The course covers the entire innovation ecosystem development, from idea generation techniques to innovation commercialization, ensuring participants can formulate a comprehensive innovation strategy. It addresses how to lead change and innovation effectively, manage innovation portfolio management, and measure innovation ROI measurement, transforming challenges into opportunities for value creation through innovation. This program is a comprehensive guide to developing innovative leaders capable of driving organizational innovation and fostering creative thinking at every level.

Target Audience / This training course is suitable for:

- Senior Managers and Executives.
- Innovation Leaders and Directors.
- Research and Development Managers.
- Product Development Specialists.
- Strategy and Business Development Professionals.
- Project Managers overseeing innovation initiatives.
- Entrepreneurs and Startup Founders.
- Change Management Specialists.
- Marketing and Brand Managers focused on new offerings.
- Human Resources Professionals involved in talent development.



Target Sectors and Industries:

- Technology and Software Development.
- Manufacturing and Engineering.
- Financial Services and Fintech.
- Healthcare and Pharmaceuticals.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Consulting Services.
- Education and Training.
- Government agencies and equivalents.

Target Organizations Departments:

- Research and Development (R&D).
- Strategy and Planning.
- Product Management.
- Marketing and Sales.
- Operations.
- Human Resources.
- Business Development.
- Digital Transformation Office.
- Innovation Labs.
- Project Management Office (PMO).



Course Offerings:

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

- Develop and implement effective innovation leadership strategies to gain competitive advantage.
- Cultivate a robust innovation culture and foster organizational creativity development.
- Apply design thinking for innovation and advanced creative problem-solving techniques.
- Formulate and execute strategic innovation management plans across diverse business contexts.
- Identify and leverage disruptive innovation strategies to drive market disruption.
- Manage innovation portfolio management and measure innovation ROI measurement effectively.
- Lead cross-functional innovation teams and facilitate successful innovation project management.
- Integrate sustainable innovation practices and ethical considerations into business models.
- Utilize strategic foresight and trends analysis for future-proofing with innovation.
- Drive digital transformation innovation and leverage emerging technologies for growth.

Course Methodology:

BIG BEN Training Center employs a highly interactive and practical training methodology designed to immerse participants in real-world innovation challenges and solutions. Our approach emphasizes experiential learning, moving beyond theoretical concepts to practical application. The course incorporates a rich blend of case studies, allowing participants to analyze successful and unsuccessful innovation leadership strategies from various industries and apply creative problem-solving techniques to complex scenarios. Extensive teamwork activities will foster collaborative learning and provide opportunities for participants to develop their organizational creativity development skills in a group setting. Interactive sessions, including dynamic discussions, brainstorming workshops, and role-playing exercises, will encourage active participation and the sharing of diverse perspectives on strategic innovation management. Participants will engage in hands-on exercises focused on design thinking for innovation, developing prototypes, and testing new ideas. Regular feedback sessions, both peer-to-peer and instructor-led, will provide constructive insights, reinforcing learning and enabling continuous improvement in their innovation strategy formulation. This methodology ensures that participants not only grasp the concepts of driving organizational innovation but also gain the confidence and practical skills to implement them effectively within their own organizations, fostering a culture of continuous innovation and strategic competitive advantage.



Course Agenda (Course Units):

Unit One Foundations of Innovation and Creativity

- Defining innovation and creativity in a business context.
- Understanding the importance of innovation for strategic competitive advantage.
- Exploring different types of innovation: product, process, business model, and service innovation excellence.
- The role of leadership in fostering organizational creativity development.
- Introduction to the innovation ecosystem development.
- Overcoming common barriers to innovation and creative thinking.
- Assessing current organizational innovation capabilities.

Unit Two Developing an Innovative Mindset and Culture

- Cultivating a growth mindset and fostering creative thinking.
- Building an innovation culture: values, norms, and practices.
- Strategies for encouraging idea generation techniques and experimentation.
- Leading change and innovation: overcoming resistance and driving adoption.
- The psychology of creativity and innovation in teams.
- Developing innovative leaders and empowering employees.
- Creating psychological safety for risk-taking and learning from failure.

Unit Three Strategic Innovation Frameworks and Methodologies

- Design thinking for innovation: empathy, ideation, prototyping, and testing.
- Agile innovation methodologies and lean startup principles.
- Disruptive innovation strategies and market disruption.
- Open innovation models and collaboration strategies.
- Customer-centric innovation and value creation through innovation.
- Business model innovation and strategic foresight and trends.
- Intellectual property strategy and protection in innovation.



Unit Four Leading Innovation Projects and Implementation

- Innovation project management: from concept to commercialization.
- Building and leading cross-functional innovation teams.
- Resource allocation and innovation portfolio management.
- Risk management in innovation initiatives.
- Leveraging emerging technologies for digital transformation innovation.
- Developing innovation metrics and KPIs for tracking progress and success.
- Scaling innovation and ensuring sustainable innovation practices.

Unit Five Sustaining Innovation and Future Trends

- Continuous innovation and adapting to global innovation trends.
- Future-proofing with innovation: anticipating market shifts and challenges.
- Ethical considerations in innovation and responsible development.
- Innovation governance frameworks and organizational structures.
- Measuring innovation ROI measurement and demonstrating business impact.
- Developing a long-term innovation strategy formulation.
- Personal action planning for driving organizational innovation.

Frequently Asked Questions: 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 might organizations balance the need for radical, disruptive innovation with the imperative for incremental, continuous improvement in their pursuit of long-term competitive advantage?



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

This course distinguishes itself by offering a holistic and deeply integrated approach to innovation leadership, moving beyond superficial discussions of tools to focus on strategic insights and practical application. Unlike many programs that touch upon innovation, this training course, delivered by BIG BEN Training Center, provides a comprehensive framework for developing innovative leaders capable of driving organizational creativity development and achieving strategic competitive advantage. It uniquely combines academic rigor, drawing on the foundational work of thinkers like Teresa Amabile, with real-world, actionable strategies for innovation strategy formulation. Participants will not merely learn about design thinking for innovation or disruptive innovation strategies; they will actively engage in applying these concepts through immersive case studies and collaborative exercises, fostering creative problem-solving techniques. The emphasis is on building an enduring innovation culture, managing innovation portfolio management effectively, and understanding the intricate dynamics of innovation ecosystem development. We delve into the nuances of leading change and innovation, ensuring participants can navigate the complexities of implementing new ideas and measuring innovation ROI measurement. This program is designed to cultivate a strategic mindset, enabling participants to leverage emerging technologies and global innovation trends to future-proof their organizations, making it an unparalleled investment in developing truly transformative innovation leadership skills.