# Strategic Innovation and Organizational Change Leadership Training Course

30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #LE3605_286766

## Course Introduction / Overview:

In today's volatile and competitive business landscape, the dual capabilities of leading innovation and driving organizational change are no longer optional, they are essential for survival and growth. This course is meticulously designed to equip leaders with the strategic mindset and practical tools needed to navigate complex transformations and foster a culture of continuous improvement. We delve deep into the principles that govern successful change, moving beyond mere theory to practical application. Drawing on seminal works like John P. Kotter's "Leading Change," this program explores proven frameworks for managing resistance, building momentum, and embedding new initiatives into the corporate DNA. Participants will learn how to champion innovative ideas from conception to execution, ensuring that their organizations remain agile, resilient, and ahead of the curve. At BIG BEN Training Center, we provide a comprehensive learning journey that integrates the art of inspirational leadership with the science of change management, empowering you to become a catalyst for meaningful and sustainable organizational evolution. This course is your roadmap to transforming challenges into opportunities and vision into reality.

## Target Audience / This training course is suitable for:

- Senior and Mid-Level Managers.
- Team Leaders and Supervisors.
- Project and Program Managers.
- Human Resources and Organizational Development Professionals.
- C-Suite Executives and Business Owners.
- Change Management Practitioners.
- Innovation Managers and R&D Leaders.
- Strategy and Corporate Planning Specialists.
- Consultants specializing in business transformation.

## Target Sectors and Industries:

- Technology and Information Services.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.

## Target Organizations Departments:

- Human Resources and Talent Management.
- Research and Development (R&D).
- Operations and Production.
- Information Technology (IT).
- Strategy and Business Development.
- Marketing and Sales.
- Project Management Office (PMO).
- Finance and Administration.
- Customer Service and Support.

## Course Offerings:

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

- Develop a robust framework for managing organizational change from diagnosis to implementation.
- Foster a culture of continuous innovation and psychological safety within their teams.
- Apply established change management models like Kotter's 8-Step Process and the ADKAR model.
- Master effective communication strategies to build buy-in and manage stakeholder expectations.
- Identify and overcome common barriers and resistance to change and innovation.
- Lead brainstorming and ideation sessions to generate creative solutions to business challenges.
- Align innovation initiatives with overarching strategic business objectives.
- Measure the impact and return on investment of change and innovation projects.
- Develop personal leadership resilience to guide organizations through uncertainty.

## 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 true learning occurs through active engagement, not passive listening. Therefore, this course moves beyond traditional lectures to incorporate a rich blend of learning techniques. Participants will analyze real-world case studies of successful and failed organizational transformations, dissecting the critical success factors and pitfalls. Through dynamic group discussions and collaborative workshops, attendees will share insights and co-create solutions to complex challenges. Role-playing scenarios will provide a safe environment to practice difficult conversations, such as addressing resistance or communicating a new vision. Practical exercises and strategic planning tools will be used extensively, allowing participants to apply concepts like force-field analysis and stakeholder mapping to their own organizational situations. Our expert facilitators foster a supportive learning environment, providing personalized feedback and guiding participants to translate theoretical knowledge into actionable leadership strategies. The emphasis is on building practical skills and confidence to lead change effectively.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic Change and Innovation

- The Imperative for Change in the Modern Business Environment.
- Defining Organizational Change and Its Various Forms.
- The Interconnected Relationship Between Innovation and Change.
- Understanding the Psychology of Change and Human Reactions.
- Diagnosing the Need for Change Using Strategic Analysis Tools.
- Key Concepts in Innovation Leadership and Creative Thinking.
- Historical Perspectives and the Evolution of Change Management Theory.

### Unit Two: Leading and Managing the Change Process

- Introduction to Foundational Change Management Models (Lewin, ADKAR).
- A Deep Dive into John P. Kotter's 8-Step Process for Leading Change.
- Creating a Sense of Urgency and Building a Powerful Guiding Coalition.
- Developing a Compelling Vision and Strategy for Change.
- Communicating the Change Vision for Maximum Buy-in and Understanding.
- Empowering Broad-Based Action and Removing Obstacles.
- Generating Short-Term Wins to Build Momentum and Credibility.

### Unit Three: Cultivating a Sustainable Culture of Innovation

- Defining and Assessing Your Organization's Innovation Culture.
- Building Psychological Safety to Encourage Risk-Taking and Experimentation.
- Strategies for Fostering Creativity and Ideation Across All Levels.
- Designing Processes and Systems that Support Continuous Innovation.
- The Leader's Role in Championing New Ideas and Protecting Innovators.
- Managing the Innovation Pipeline from Idea Generation to Implementation.
- Celebrating both Successes and "Intelligent Failures" to Promote Learning.

## Unit Four: Practical Tools for Execution and Communication

- Advanced Stakeholder Analysis and Engagement Mapping.
- Developing a Comprehensive and Multi-Channel Communication Plan.
- Techniques for Managing and Mitigating Resistance to Change.
- Facilitating Effective Meetings and Workshops for Change Initiatives.
- Utilizing Project Management Principles for Change Implementation.
- Building and Leading High-Performing Change Teams.
- Conflict Resolution Strategies for Navigating Disagreements During Transformation.

## Unit Five: Sustaining Change and Future-Proofing the Organization

- Anchoring New Approaches in the Corporate Culture.
- Developing Metrics to Measure the Success and Impact of Change.
- Creating Systems for Continuous Learning and Organizational Agility.
- Leadership Resilience and Managing Personal Stress During Change.
- Anticipating Future Trends and Proactively Leading Transformation.
- Developing a Personal Action Plan for Leading Change and Innovation.
- Final Course Review and Capstone Simulation Exercise.

# 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 leaders effectively balance the drive for disruptive innovation with the critical need to maintain operational stability and employee morale during periods of significant organizational change?

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

This course distinguishes itself by holistically integrating the two critical disciplines of innovation leadership and organizational change management into a single, cohesive framework. Unlike programs that treat these as separate subjects, we operate on the principle that sustainable innovation cannot exist without effective change leadership, and meaningful change is often driven by innovation. Our curriculum is built around practical application rather than abstract theory, focusing on the "how" as much as the "what." Participants will not just learn about Kotter's model; they will practice applying it to complex scenarios relevant to their own industries. The course emphasizes developing a leader's mindset and resilience, equipping them with the psychological tools to navigate the ambiguity and resistance inherent in any transformation. We move beyond generic case studies to facilitate deep, reflective work, enabling participants to diagnose their own organizational culture and develop tailored strategies. The focus is on building versatile leaders who can act as catalysts, capable of both sparking creative ideas and skillfully steering the organization through the intricate process of making those ideas a reality, ensuring long-term agility and competitive advantage.