Corporate Innovation and Creative Problem-Solving Training Course



28 Dec 2026 - 01 Jan 2027

Casablanca

4500 € (Per Person)

Ref: #MA5125_295311

Course Introduction / Overview:

In today's hyper-competitive global market, the ability to innovate and solve complex problems creatively is no longer a luxury but a core driver of survival and sustainable growth. This course is meticulously designed to transform participants from passive observers to active architects of innovation within their organizations. Drawing upon foundational concepts from thought leaders like Clayton M. Christensen, author of the seminal work "The Innovator's Dilemma," we will explore the dynamics of both disruptive and incremental innovation. This program moves beyond theoretical discussions to provide a robust toolkit of practical techniques and structured frameworks for creative problem-solving. Participants will learn to cultivate an innovative mindset, master idea generation methods, and apply systematic approaches to deconstruct challenges and build viable solutions. At BIG BEN Training Center, we are committed to empowering professionals to not only generate groundbreaking ideas but also to champion them through to successful implementation, thereby fostering a resilient and forward-thinking corporate culture that thrives on change and complexity. This journey will equip you with the skills to identify opportunities, challenge assumptions, and lead your teams toward a future of continuous improvement and market leadership.

Target Audience / This training course is suitable for:

- Team Leaders and Department Managers.
- Project Managers and Product Developers.
- Research and Development (R&D) Professionals.
- Strategy and Business Development Executives.
- Marketing and Sales Professionals.
- Human Resources and Organizational Development Staff.
- Entrepreneurs and Intrapreneurs.
- Anyone tasked with driving change and improvement initiatives.

Target Sectors and Industries:

- Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications and Media.
- Consulting and Professional Services.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Product Management and Development.
- Marketing and Brand Strategy.
- Strategic Planning and Corporate Development.
- Operations and Process Improvement.
- Human Resources and Talent Development.
- Customer Experience and Service Design.
- Information Technology (IT).

Course Offerings:

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

- Apply various creative thinking techniques to generate novel ideas and solutions.
- Utilize structured problem-solving frameworks like Design Thinking and Root Cause Analysis.
- Analyze complex business challenges and reframe them into solvable problems.
- Develop and foster a culture of innovation and psychological safety within a team.
- Lead effective brainstorming and ideation sessions with tangible outcomes.
- Evaluate, prototype, and test new ideas using lean and agile methodologies.
- Develop compelling business cases to pitch innovative projects to stakeholders.
- Manage the process of implementing new ideas and overcoming resistance to change.
- Measure the impact and return on investment of innovation initiatives.
- Cultivate a personal mindset of curiosity, resilience, and continuous learning.

Course Methodology:

The training methodology at BIG BEN Training Center is designed for maximum engagement and practical application, ensuring that learning is both dynamic and enduring. This course rejects passive, lecture-based formats in favor of an immersive, experiential learning environment. A significant portion of the training will be dedicated to hands-on workshops, interactive group exercises, and collaborative problem-solving simulations that mirror real-world business challenges. Participants will work in teams on case studies drawn from diverse industries, allowing them to apply frameworks like Design Thinking and the SCAMPER technique in a practical context. We emphasize a "learning by doing" approach, where concepts are introduced and immediately put into practice through activities such as prototyping, mind mapping, and role-playing. Facilitated discussions and peer-to-peer feedback sessions are integral to the process, creating a rich learning ecosystem where diverse perspectives enhance the collective understanding. Our expert facilitators act as guides, providing personalized coaching and ensuring that every participant can connect the course content directly to their professional roles and organizational goals, transforming abstract knowledge into concrete, actionable skills.

Course Agenda (Course Units):

Unit One: Foundations of Corporate Innovation and Creativity

- The imperative for innovation in the modern economy.
- Distinguishing between creativity, innovation, and invention.
- Understanding incremental vs. disruptive innovation models.
- Developing an innovative mindset and overcoming mental blocks.
- Introduction to the creative problem-solving process (CPSP).
- The role of curiosity and observation in identifying opportunities.
- Psychological safety as a cornerstone of innovative teams.

Unit Two: Advanced Ideation and Creative Thinking Techniques

- Mastering divergent and convergent thinking.
- Advanced brainstorming techniques (Round Robin, Reverse Brainstorming).
- Applying the SCAMPER method for idea generation.
- Utilizing mind mapping for visual thinking and idea organization.
- Introduction to Edward de Bono's Six Thinking Hats.
- Lateral thinking puzzles and exercises to challenge assumptions.
- Techniques for generating ideas under constraints.

Unit Three: Structured Frameworks for Problem Solving

- Deep dive into the Design Thinking process (Empathize, Define, Ideate, Prototype, Test).
- Conducting effective user research and empathy mapping.
- Techniques for problem framing and definition.
- Root Cause Analysis tools (The 5 Whys, Fishbone Diagrams).
- Introduction to TRIZ (Theory of Inventive Problem Solving).
- Decision-making matrices for evaluating potential solutions.
- Mapping the customer journey to identify pain points and opportunities.

Unit Four: Cultivating a Culture of Innovation

- The leader's role in championing innovation.
- Building and managing high-performing, innovative teams.
- Strategies for encouraging intrapreneurship within the organization.
- Designing reward and recognition systems for innovation.
- Managing failure as a learning opportunity.
- Facilitating cross-departmental collaboration and open innovation.
- Tools for assessing your organization's innovation readiness.

Unit Five: From Idea to Implementation and Impact

- Developing a compelling business case for new ideas.
- Lean startup principles for corporate innovators.
- Rapid prototyping and minimum viable product (MVP) creation.
- Techniques for testing assumptions and gathering user feedback.
- Pitching innovative concepts to senior leadership and stakeholders.
- Strategies for managing change and overcoming resistance.
- Metrics for measuring innovation success and ROI.

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 organizations balance the structured processes required for operational efficiency with the creative freedom and managed risk necessary for breakthrough innovation?

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

This course distinguishes itself by providing a holistic and integrated approach to corporate innovation that extends far beyond a simple collection of brainstorming techniques. While many programs focus solely on the "ideation" phase, our curriculum is uniquely structured to guide participants through the entire innovation lifecycle, from cultivating the right mindset to measuring the final impact. We bridge the critical gap between creative idea generation and strategic implementation, equipping professionals with structured frameworks like Design Thinking and lean methodologies to ensure ideas are not only novel but also viable and valuable. The emphasis is on building sustainable capabilities rather than offering quick fixes. Through a blend of rigorous academic concepts, inspired by pioneers in the field, and intensive, hands-on application using real-world case studies, participants learn to navigate the complexities of organizational dynamics, stakeholder management, and change leadership. This focus on fostering an innovative culture and the practical skills needed to execute within it provides a deeper, more strategic competency that empowers participants to become true agents of transformation in their organizations.