Strategic Management and Business Innovation Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA1768_281114

Course Introduction / Overview:

This intensive training course provides a comprehensive framework for mastering the dual disciplines of strategic management and business innovation. In today's volatile and competitive landscape, the ability to not only formulate a winning strategy but also to drive continuous innovation is paramount for sustainable success. This program moves beyond theoretical concepts to offer practical, actionable insights. We will delve into the foundational principles articulated by strategic thinkers like Michael E. Porter, exploring his seminal work on competitive advantage and industry analysis detailed in his book "Competitive Strategy: Techniques for Analyzing Industries and Competitors". Simultaneously, we will dissect the dynamics of disruptive innovation, drawing from the groundbreaking theories of Clayton Christensen. Participants will learn to navigate the complexities of strategic planning, from environmental scanning and resource allocation to performance measurement. BIG BEN Training Center has designed this course to equip leaders with a holistic toolkit, enabling them to build agile organizations that can anticipate market shifts, leverage emerging technologies, and foster a culture where innovation thrives. This is not just a course on planning; it is a roadmap for executing transformative strategies that deliver tangible results and secure a long-term competitive edge in any industry.

Target Audience / This training course is suitable for:

- Chief Executive Officers and Board Members.
- Senior and Executive-Level Managers.
- Heads of Strategic Planning and Corporate Development.
- Business Unit and Divisional Directors.
- Innovation Managers and R&D Professionals.
- Product and Brand Managers.
- Business Development Managers.
- Entrepreneurs and Business Owners.
- Management Consultants and Business Analysts.
- Project and Program Managers responsible for strategic initiatives.

Target Sectors and Industries:

- Technology and Information Technology.
- Banking, Finance, and Insurance Services.
- Healthcare and Pharmaceuticals.
- Manufacturing and Engineering.
- Retail and Consumer Goods.
- Telecommunications and Media.
- Energy and Utilities.
- Government Agencies and Public Sector Organizations.
- Consulting and Professional Services.
- Non-Profit and Non-Governmental Organizations.

Target Organizations Departments:

- Executive Leadership and C-Suite Offices.
- Strategic Planning and Corporate Strategy.
- Research and Development (R&D).
- Product Development and Management.
- Marketing and Sales.
- Business Development and Corporate Ventures.
- Operations and Supply Chain Management.
- Finance and Investment.
- Human Resources and Organizational Development.
- Information Technology and Digital Transformation.

Course Offerings:

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

- Develop a comprehensive strategic plan using established frameworks and modern tools.
- Conduct in-depth competitive analysis to identify strategic opportunities and threats.
- Master the principles of Blue Ocean Strategy to create uncontested market space.
- Apply the Business Model Canvas to design, test, and pivot business models.
- Differentiate between sustaining and disruptive innovation and manage both effectively.
- Foster a corporate culture that encourages creativity, experimentation, and innovation.
- Lead change management processes associated with strategic and innovative shifts.
- Implement performance metrics like KPIs and OKRs to track strategic execution.
- Utilize strategic foresight techniques to anticipate future market trends.
- Align innovation initiatives with overarching corporate strategy for maximum impact.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and highly practical. We believe that adult learning is most effective when it combines conceptual knowledge with hands-on application. This course moves away from traditional lecture-based formats to an experiential learning environment. Sessions will be driven by a blend of expert-led presentations, dynamic group discussions, and collaborative workshops. A significant portion of the training will be dedicated to analyzing real-world case studies from diverse industries, allowing participants to dissect complex strategic challenges and successful innovation stories. Participants will work in teams on practical exercises, such as developing a strategic plan for a fictional company or designing a new business model using the Business Model Canvas. This action-oriented approach ensures that learning is not passive. Ample time is allocated for peer-to-peer feedback, Q&A sessions, and personal reflection, enabling participants to connect the course content directly to their own professional challenges and organizational contexts. Our goal is to empower attendees with not just knowledge, but also the confidence and skills to implement these strategies immediately upon their return to the workplace.

Course Agenda (Course Units):

Unit One: Foundations of Modern Strategic Management

- The Evolution of Strategic Thinking.
- Defining Mission, Vision, and Core Values.
- The Strategic Management Process Model.
- Conducting a Comprehensive SWOT and PESTLE Analysis.
- Porter's Five Forces Model for Industry Analysis.
- Understanding Competitive Advantage and Core Competencies.
- Introduction to the VRIO Framework for Resource Analysis.

Unit Two: Advanced Strategy Formulation and Competitive Dynamics

- Corporate-Level vs. Business-Level vs. Functional-Level Strategy.
- Generic Competitive Strategies: Cost Leadership, Differentiation, and Focus.
- Exploring Blue Ocean Strategy and Value Innovation.
- Strategies for Growth: Market Penetration, Market Development, and Diversification.
- Mergers, Acquisitions, and Strategic Alliances.
- Defensive Strategies and Responding to Competitors' Moves.
- Introduction to Game Theory in Strategic Decision-Making.

Unit Three: The Principles and Practice of Business Innovation

- Understanding the Spectrum of Innovation: Incremental to Radical.
- Clayton Christensen's Theory of Disruptive Innovation.
- The Lean Startup Methodology: Build-Measure-Learn.
- Design Thinking for User-Centric Innovation.
- Open Innovation and Crowdsourcing Strategies.
- Developing and Managing an Innovation Pipeline.
- Fostering a Culture of Creativity and Psychological Safety.

Unit Four: Tools and Frameworks for Implementing Innovation

- The Business Model Canvas by Alexander Osterwalder.
- Crafting a Compelling Value Proposition.
- Developing a Minimum Viable Product (MVP).
- Managing an Innovation Portfolio and Balancing Risk.
- The Role of Digital Transformation in Business Innovation.
- Agile Methodologies for Strategy and Innovation Projects.
- Protecting Innovation through Intellectual Property Strategy.

Unit Five: Strategic Leadership, Execution, and the Future

- Leading Strategic Change and Overcoming Resistance.
- Aligning Organizational Structure with Strategy.
- Measuring Strategic Performance: Balanced Scorecard, KPIs, and OKRs.
- The Importance of Strategic Communication.
- Introduction to Strategic Foresight and Scenario Planning.
- Corporate Governance and Ethical Considerations in Strategy.
- Capstone Session: Integrating Strategy and Innovation into a Cohesive Plan.

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:

In an era of rapid technological disruption, can traditional strategic planning models remain relevant, or must they be completely replaced by more agile, adaptive frameworks?

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

This course distinguishes itself by seamlessly integrating the rigorous, analytical frameworks of classic strategic management with the dynamic, creative principles of modern business innovation. Unlike programs that treat these as separate subjects, we present them as two sides of the same coin, essential for contemporary leadership. The curriculum is uniquely structured to bridge the gap between theory and execution. We don't just discuss Porter's Five Forces; we apply them in workshops to analyze real-time industry challenges. We don't just explain the Business Model Canvas; participants actively use it to design and critique innovative business models. The course emphasizes a dual-focus approach, equipping participants with the ability to optimize current operations through sound strategy while simultaneously exploring future growth through disruptive innovation. This holistic perspective ensures that leaders are prepared not only to compete in today's market but also to create tomorrows. The content is curated to foster strategic agility, a critical competency that enables organizations to pivot effectively in response to market volatility. By focusing on practical application, leadership mindset, and the synthesis of strategy and innovation, the course delivers a more profound and immediately applicable learning experience.