# Building a Sustainable Culture of Innovation in R&D Training Course



09 - 13 Nov 2026

Milan

5900 € (Per Person)

Ref: #RD1422_4883

## Course Introduction / Overview:

Innovation is not a single event; it is a continuous process fueled by a supportive culture. This training course is designed to provide R&D leaders, managers, and team members with frameworks and practical skills to create and sustain a vibrant culture of innovation. It goes beyond a simple focus on technology to explore organizational behaviors, leadership styles, and strategic decisions that empower teams to take creative risks and turn novel ideas into valuable products. We will explore how to foster psychological safety, manage failure, and reward creative thinking in a way that encourages a continuous flow of new ideas. The curriculum is informed by the foundational work of global academics like Gary Hamel, whose book "The Future of Management" argues that organizations must reinvent their management processes to foster innovation. He emphasizes the importance of building a culture where innovation is a bottom-up process, not just a top-down mandate. This program provides a clear blueprint for turning a stagnant research function into a dynamic, idea-driven powerhouse. BIG BEN Training Center is committed to empowering organizations to unlock their full innovative potential.

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

- R&D directors and managers.
- Innovation managers.
- Product development leaders.
- Project managers.
- Engineers and scientists.
- Corporate culture and organizational development professionals.
- HR business partners.

## Target Sectors and Industries:

- Technology and software.
- Manufacturing and engineering.
- Pharmaceutical and biotechnology.
- Consumer goods.
- Financial services.
- Academic and university research.
- Government and public sector R&D departments.

## Target Organizations Departments:

- Research and Development (R&D).
- Innovation and technology.
- Corporate strategy.
- Human Resources (HR).
- Organizational development.
- Product management.
- Engineering.

## Course Offerings:

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

- Assess and diagnose their organization's innovative culture.
- Implement strategies to foster creativity and psychological safety.
- Develop new leadership skills to empower innovative teams.
- Create a system for rewarding and recognizing innovation.
- Manage risk and failure in a constructive way.
- Designing physical and virtual environments encourages collaboration.
- Communicate a compelling vision for innovation.
- Lead change to build a sustainable innovation culture.

## Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain actionable skills in building an innovative culture. The program incorporates detailed case studies of companies that have successfully fostered a culture of innovation, from Google's "20% time" to Pixar's creative process. We will use interactive workshops and design thinking exercises to practice critical skills like running a creative brainstorming session, conducting a post-mortem on a failed project, and developing a cultural change plan. The course includes a hands-on group project where participants will work together to create a full innovative culture blueprint for a fictional company. BIG BEN Training Center believes that hands-on training is essential for mastering these new ways of working. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead a more innovative organization.

## Course Agenda (Course Units):

### Unit One: Foundations of an Innovation Culture

- What is an innovative culture?
- The key components of an innovative environment.
- The role of leadership.
- Case studies in successful and failed cultures.
- Assessing your current culture.

### Unit Two: Fostering Creativity and Psychological Safety

- The science of creativity.
- The importance of psychological safety.
- Managing fear of failure.
- Building a culture of trust and open communication.
- Encouraging risk-taking.

### Unit Three: Designing an Innovative Organization

- Structuring teams for innovation.
- The role of physical and virtual environments.
- Tools and processes that support creativity.
- Managing creative friction.
- The role of diversity and inclusion.

### Unit Four: Sustaining and Measuring Innovation

- Developing a reward and recognition system.
- Defining and measuring innovation.
- Using metrics to drive the right behavior.
- The role of communication in a change effort.
- Learning from failure.

### Unit Five: The Future of Innovation Culture

- The impact of AI on creativity.
- Leading innovation in a remote world.
- Building a personal leadership roadmap.
- The role of corporate venturing.
- Developing a personal plan for cultural change.

## 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 R&D leaders, who are often tasked with delivering short-term results, create a long-term, patient, and risk-tolerant culture that is essential for true breakthrough innovation?

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

This training course is a highly specialized program that focuses on the human and organizational side of innovation, which sets it apart from generic courses on project management or product development. We go beyond a simple focus on tools and processes to provide a holistic framework for building a culture where innovation can thrive. Our curriculum is tailored to address the specific needs of R&D leaders, providing them with tools to inspire and empower their teams. The course distinguishes itself by emphasizing not only the strategic skills needed to set a vision but also the interpersonal and emotional intelligence required to lead a creative team. By focusing on both the practical and the cultural aspects of innovation, this program provides an invaluable skill set that is essential for any professional committed to building a sustainable, long-term engine for growth.