# Strategic Innovation and R&D Management for Executives Training Course



16 - 20 Nov 2026

Baku

5100 € (Per Person)

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## Course Introduction / Overview:

In today's fast-paced global economy, a company's ability to innovate and manage its research and development pipeline is a key driver of long-term success. This training course is designed to provide senior executives and leaders with the strategic framework needed to transform R&D from a cost center into a powerful engine for growth. It goes beyond tactical project management to focus on aligning innovation efforts with overarching business goals, creating a culture of continuous improvement, and making smart investment decisions. We will explore how to build a dynamic R&D portfolio, navigate intellectual property challenges, and foster a creative and collaborative environment that delivers results. The curriculum draws on the foundational work of global academics like Clayton Christensen, whose theories on disruptive innovation have reshaped how businesses think about new technologies and market shifts. This program provides a clear blueprint for leading innovation from the top down. BIG BEN Training Center is committed to empowering executives to turn strategic vision into tangible, market-leading products and services.

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

- Chief Executive Officers (CEOs) and C-suite executives.
- Chief Technology Officers (CTOs) and Chief Innovation Officers (CIOs).
- Heads of Research and Development (R&D).
- Senior managers responsible for product development.
- Strategic planners.
- Venture capitalists and investors.
- Board members.

## Target Sectors and Industries:

- Technology and software development.
- Pharmaceutical and biotechnology.
- Manufacturing and engineering.
- Consumer goods and electronics.
- Automotive and aerospace.
- Renewable energy.
- Government and public sector R&D departments.

## Target Organizations Departments:

- Research and Development (R&D).
- Product development.
- Corporate strategy and planning.
- Innovation and technology.
- Business development.
- Marketing.
- Mergers and acquisitions.

## Course Offerings:

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

- Formulate a strategic R&D vision that aligns with business objectives.
- Develop a balanced portfolio of innovative projects.
- Manage the full R&D lifecycle, from idea to commercialization.
- Foster a creative and collaborative culture within R&D teams.
- Understand and manage intellectual property (IP) and patents.
- Make data-driven decisions on R&D investments.
- Identify and leverage disruptive technologies.
- Measure the financial and strategic impact of R&D efforts.

## Course Methodology:

This training course uses a highly interactive and case-based methodology to ensure participants gain practical, executive-level skills in R&D management. The program incorporates detailed case studies of leading companies that have successfully leveraged innovation to dominate their markets. We will use interactive workshops and strategic simulations to practice critical skills like portfolio balancing, technology forecasting, and IP strategy. The course includes group projects where participants will work together to create a full strategic R&D plan for a fictional company, addressing its market position, technological trends, and investment needs. BIG BEN Training Center believes that hands-on training is essential for mastering executive-level strategy. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to lead their organizations to future success through innovation.

## Course Agenda (Course Units):

### Unit One: Foundations of Strategic R&D Leadership

- The role of R&D as a strategic asset.
- Aligning R&D with corporate strategy.
- Creating a culture of innovation.
- Understanding the R&D lifecycle.
- The business case for investing in R&D.

### Unit Two: R&D Portfolio Management

- Balancing incremental and disruptive innovation.
- Project selection and prioritization.
- Risk management in R&D projects.
- Resource allocation and budgeting.
- Developing a robust R&D pipeline.

### Unit Three: Innovation and Technology Strategy

- Identifying and leveraging emerging technologies.
- Competitive intelligence and technology forecasting.
- Intellectual property (IP) strategy and management.
- Technology scouting and open innovation.
- The build, buy, or partner decision.

### Unit Four: Leading R&D Teams and Culture

- Building and motivating high-performing R&D teams.
- Fostering creativity and collaboration.
- Performance metrics for R&D.
- Managing cross-functional teams.
- Leadership styles for innovation.

### Unit Five: Measuring and Communicating R&D Value

- Measuring the financial impact of R&D.
- Communicating R&D value to stakeholders.
- The role of R&D in mergers and acquisitions.
- Disruptive innovation and its challenges.
- Developing a personal leadership roadmap.

## 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 senior executives balance the short-term pressure for quarterly results with the long-term, often uncertain, investments required for breakthrough innovation and market leadership?

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

This training course is a highly specialized program that focuses on the strategic and executive-level aspects of R&D management, which sets it apart from technical or project-based training. We go beyond the day-to-day management of R&D to address the core challenges faced by C-suite leaders, including portfolio management, strategic alignment, and culture creation. Our curriculum is tailored to provide practical, hands-on learning experience through realistic case studies and interactive simulations. The course distinguishes itself by emphasizing not only the business and financial skills needed to manage R&D but also the leadership and cultural acumen required to foster a truly innovative organization. By focusing on both the strategic and the human aspects of R&D leadership, this program provides an invaluable skill set that is essential for any professional committed to a successful and impactful career in a competitive market.