# Strategic R&D and Innovation Management Training Course



21 - 25 Dec 2026

Düsseldorf

5900 € (Per Person)

Ref: #RD8337_140772

## Course Introduction / Overview:

This course provides a comprehensive framework for mastering the complexities of modern Research and Development (R&D) and innovation management. In today's hyper-competitive landscape, the ability to effectively manage the innovation pipeline is not just an advantage but a necessity for survival and growth. This program moves beyond theoretical concepts to deliver actionable strategies for aligning R&D efforts with overarching business objectives, fostering a culture of creativity, and maximizing the return on innovation investment. Drawing upon foundational principles articulated by thought leaders like Clayton M. Christensen in his seminal work, "The Innovator's Dilemma", the course explores the delicate balance between sustaining and disruptive innovation. Participants will learn to navigate the entire R&D lifecycle, from initial ideation and technology forecasting to project execution, intellectual property management, and successful commercialization. BIG BEN Training Center has designed this immersive experience to equip leaders with the tools and strategic foresight needed to build and lead high-performing R&D teams, manage complex project portfolios, and ultimately drive sustainable competitive advantage through technological and market-driven innovation. This is the definitive training for professionals seeking to transform their organization's R&D function into a powerful engine for growth.

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

- R&D Managers and Directors.
- Innovation Managers.
- Product Development Managers.
- Technology and Engineering Managers.
- Project Managers and Team Leaders in R&D environments.
- Corporate Strategists and Business Development Professionals.
- Scientists and Senior Engineers transitioning into management roles.
- Entrepreneurs and Small Business Owners.

## Target Sectors and Industries:

- Pharmaceuticals and Biotechnology.
- Manufacturing and Engineering.
- Information Technology and Software Development.
- Aerospace and Defense.
- Telecommunications.
- Automotive and Transportation.
- Consumer Goods and Electronics.
- Energy and Utilities.
- Governmental agencies and public sector research institutions.

## Target Organizations Departments:

- Research and Development (R&D).
- Product Development and Management.
- Engineering Departments.
- Strategic Planning and Corporate Strategy.
- Technology and Innovation Offices.
- Business Development.
- Marketing and New Product Introduction Teams.
- Operations Management.

## Course Offerings:

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

- Develop a robust R&D strategy that aligns with corporate goals and market dynamics.
- Implement effective processes for managing the entire innovation pipeline from idea to launch.
- Master R&D project management techniques, including agile and stage-gate methodologies.
- Construct and manage a balanced R&D project portfolio to mitigate risk and maximize returns.
- Create accurate R&D budgets and secure funding for innovation initiatives.
- Foster a dynamic organizational culture that encourages creativity and continuous innovation.
- Formulate a comprehensive strategy for protecting and leveraging intellectual property.
- Evaluate and implement open innovation and external collaboration models.
- Lead the successful commercialization and transfer of new technologies.
- Apply key performance indicators (KPIs) to measure and improve R&D effectiveness.

## Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, practical, and participant-centered, ensuring that theoretical knowledge is translated into applicable skills. We employ a blended learning approach that combines expert-led presentations with a variety of engaging activities. The course heavily features in-depth case studies of leading innovative companies, allowing participants to analyze real-world challenges and successful R&D strategies. Collaborative group workshops and brainstorming sessions are integral to the program, encouraging peer-to-peer learning and the exchange of diverse industry perspectives. Participants will engage in practical exercises such as developing technology roadmaps, building R&D portfolio models, and simulating project gate reviews. Role-playing scenarios will be used to hone leadership and communication skills essential for managing creative teams and presenting R&D proposals to stakeholders. Continuous feedback is provided by the instructor throughout the sessions, and structured Q&A periods ensure that all participant queries are addressed. This hands-on, immersive approach guarantees that attendees leave with not only new knowledge but also the confidence to implement new R&D management practices within their own organizations.

## Course Agenda (Course Units):

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

- The strategic role of R&D in corporate growth.
- Understanding the different types of innovation.
- Linking R&D strategy with overall business strategy.
- Analyzing the impact of technology S-curves and disruptive technologies.
- Key frameworks for innovation management.
- Conducting a comprehensive R&D audit and capability analysis.
- The role of the Chief Technology Officer (CTO) and R&D leadership.

### Unit Two: Mastering the Innovation Pipeline and Project Execution

- Structuring the new product development (NPD) process.
- Techniques for effective idea generation and management.
- Implementing the Stage-Gate process for project evaluation.
- Applying Agile and Lean principles to R&D projects.
- Developing robust project charters and plans.
- Effective risk management in R&D projects.
- Tools and techniques for technology forecasting and road mapping.

### Unit Three: R&D Portfolio Management and Financial Acumen

- Principles of R&D portfolio management.
- Balancing the portfolio between risk, reward, and strategic alignment.
- Methods for project selection and prioritization.
- Developing and managing the R&D budget.
- Financial analysis techniques for R&D projects (NPV, IRR).
- Building a compelling business case for R&D investment.
- Measuring R&D performance and return on investment (ROI).

## Unit Four: Cultivating Innovation and Protecting Intellectual Assets

- Building and leading high-performing, creative R&D teams.
- Fostering a culture of experimentation and psychological safety.
- Managing the interface between R&D and other departments like marketing.
- Fundamentals of Intellectual Property (IP) management.
- Developing a strategic approach to patents, trademarks, and trade secrets.
- Navigating open innovation, collaborations, and technology partnerships.
- Strategies for effective knowledge management within the R&D function.

## Unit Five: Commercialization, Technology Transfer, and Future-Proofing R&D

- Developing a go-to-market strategy for new technologies.
- The process of technology transfer and licensing.
- Overcoming barriers to successful commercialization.
- The role of market intelligence in guiding R&D efforts.
- Emerging trends in R&D management, including AI and digitalization.
- Ethical considerations in research and development.
- Creating a personal action plan for implementing course learnings.

# 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 an established organization effectively structure its R&D portfolio to pursue potentially disruptive innovations without jeopardizing the incremental improvements necessary for its core business?

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

This course distinguishes itself by adopting a holistic, strategic perspective on R&D management, moving beyond the mere mechanics of project execution. While many programs focus narrowly on process tools, our curriculum emphasizes the critical linkage between innovation activities and the highest levels of corporate strategy. We delve deeply into the leadership and cultural aspects of innovation, equipping participants with the skills to not only manage projects but to build and lead resilient, creative teams capable of sustained performance. The content is uniquely structured to address the entire innovation value chain, from strategic foresight and ideation to the often-overlooked but crucial stages of intellectual asset management and commercialization. Furthermore, the course integrates financial acumen directly into the R&D context, empowering managers to build compelling business cases and communicate the value of innovation in the language of executive leadership. By focusing on real-world case studies and strategic decision-making frameworks rather than just software or methodologies, this program prepares participants to navigate the complex, ambiguous, and dynamic environment of modern R&D, making them true strategic partners in their organization's growth.