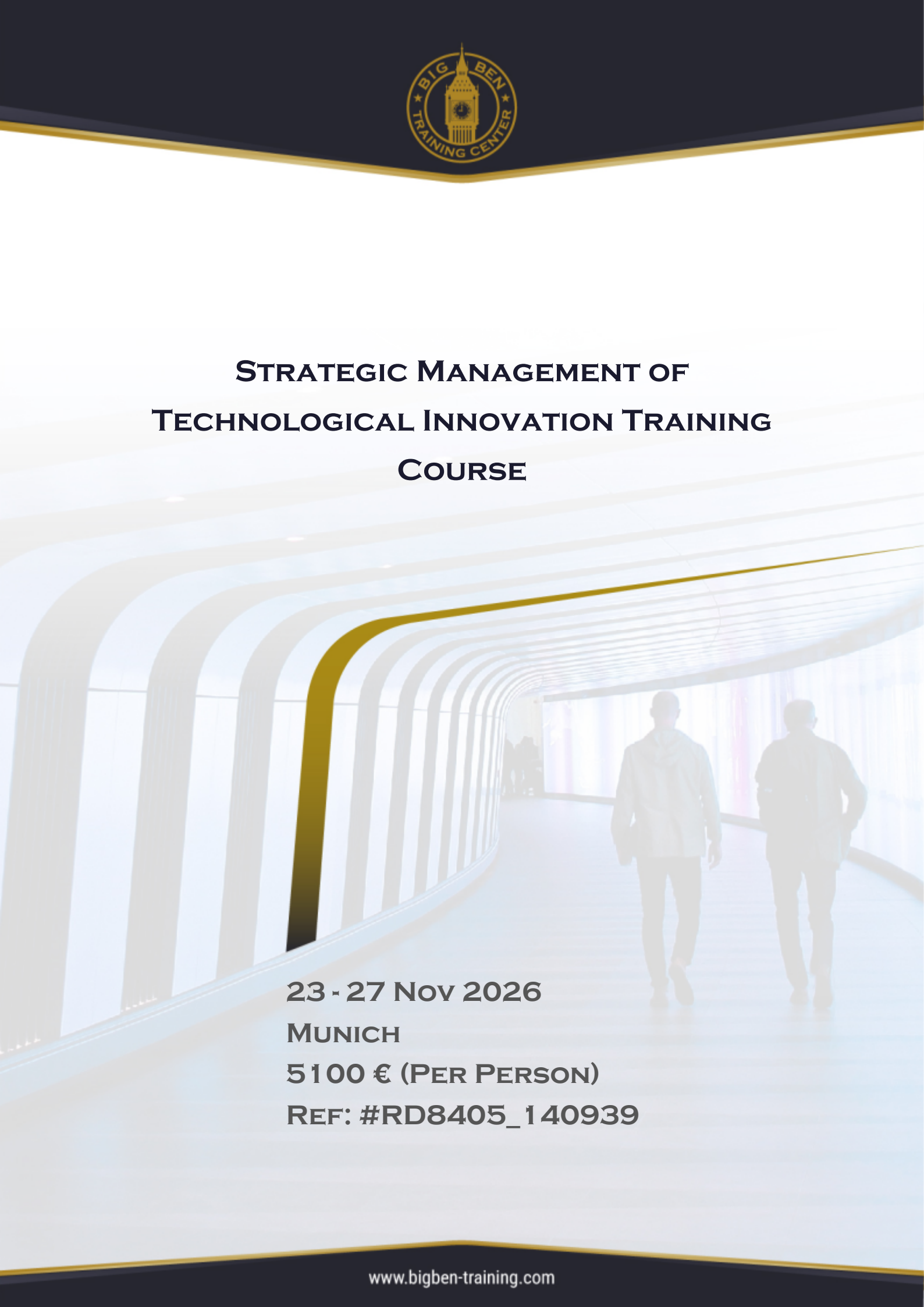
Strategic Management of Technological Innovation Training Course



23 - 27 Nov 2026

Munich

5100 € (Per Person)

Ref: #RD8405_140939

Course Introduction / Overview:

In today's hyper-competitive global market, the ability to strategically manage technological innovation is no longer a luxury but a fundamental driver of survival and growth. This course provides a comprehensive framework for understanding and leading the innovation process within an organization. We will explore how companies can create, capture, and deliver value through technology. Drawing upon seminal concepts from leading thinkers like Clayton M. Christensen, author of "The Innovator's Dilemma", this program delves into the dynamics of disruptive and sustaining technologies. Participants will learn to navigate the complexities of the technology adoption lifecycle, from initial R&D investment to successful market commercialization. This is not just a theoretical overview; it is a practical guide to building a resilient innovation engine. At BIG BEN Training Center, we have designed this training to equip leaders with the strategic foresight and operational capabilities needed to foster an innovation culture, manage a balanced portfolio of projects, and ultimately secure a sustainable competitive advantage in a world of constant technological change. This course is your roadmap to transforming technological potential into tangible business success.

Target Audience / This training course is suitable for:

- Chief Technology Officers (CTOs) and Chief Information Officers (CIOs).
- Research and Development (R&D) Managers and Directors.
- Product Managers and Product Development Specialists.
- Innovation Managers and Corporate Strategists.
- Business Development Executives and Managers.
- Entrepreneurs and Startup Founders.
- Project and Program Managers overseeing technology projects.
- Marketing and Sales Directors involved in technology-driven products.
- Venture Capitalists and Investment Analysts.
- Consultants specializing in technology and strategy.

Target Sectors and Industries:

- Information Technology and Software Development.
- Telecommunications and Digital Media.
- Manufacturing and Engineering.
- Pharmaceuticals and Biotechnology.
- Financial Services and FinTech.
- Aerospace and Defense.
- Energy and Utilities.
- Automotive and Transportation.
- Consumer Electronics and Goods.
- Government Agencies and Public Sector Organizations.

Target Organizations Departments:

- Research and Development (R&D).
- Strategic Planning and Corporate Strategy.
- Product Management and Development.
- Information Technology (IT).
- Business Development and Corporate Venturing.
- Marketing and Sales.
- Operations and Manufacturing.
- Finance and Investment.
- Legal and Intellectual Property.
- Human Resources (for fostering innovation culture).

Course Offerings:

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

- Develop a robust technology strategy that aligns with overall business objectives.
- Identify and analyze disruptive technologies and their potential market impact.
- Implement effective processes for managing the entire innovation lifecycle, from ideation to launch.
- Construct and manage a balanced innovation portfolio to mitigate risk and maximize returns.
- Foster a dynamic organizational culture that encourages creativity and experimentation.
- Master techniques for technology forecasting and strategic road mapping.
- Formulate and execute strategies for protecting intellectual property.
- Evaluate the financial viability and return on investment (ROI) of innovation projects.
- Lead cross-functional teams to successfully commercialize new technologies.
- Apply open innovation and strategic alliance models to accelerate development.

Course Methodology:

This training course from BIG BEN Training Center employs a dynamic and interactive learning methodology designed for maximum engagement and practical application. We believe that adult learning is most effective when it is experiential and directly relevant to real-world challenges. Therefore, the program is built around a blend of expert-led presentations, in-depth case study analyses of both successful and failed innovations, and collaborative group workshops. Participants will actively engage in problem-solving exercises, strategic simulations, and role-playing scenarios that mirror the complexities of managing technology in a corporate environment. Ample time is dedicated to peer-to-peer discussions and knowledge sharing, allowing attendees to learn from the diverse experiences within the group. Our facilitators are seasoned industry experts who provide continuous feedback and guide participants in developing actionable plans they can implement in their own organizations. The methodology emphasizes a hands-on approach, ensuring that participants leave not just with new knowledge, but with the confidence and skills to apply it effectively.

Course Agenda (Course Units):

Unit One: Foundations of Strategic Technological Innovation

- Defining innovation and technology strategy.
- The critical role of innovation in competitive advantage.
- Types of innovation: Incremental, Radical, Architectural, and Disruptive.
- Understanding the S-Curve of technological performance.
- Historical perspectives on technological revolutions.
- Key frameworks: The Abernathy-Utterback model.
- The relationship between innovation, strategy, and organizational structure.

Unit Two: Formulating and Aligning Innovation Strategy

- Conducting an internal and external technology audit.
- Linking technology strategy with corporate and business strategy.
- Technology forecasting techniques and trend analysis.
- Developing a strategic technology roadmap.
- Core competencies and their role in innovation.
- Blue Ocean Strategy versus Red Ocean competition.
- Scenario planning for technological uncertainty.

Unit three: Managing the Innovation Process and Portfolio

- Structuring the innovation funnel: From idea generation to selection.
- Managing Research and Development (R&D) effectively.
- Implementing a Stage-Gate process for project management.
- Innovation portfolio management: Balancing risk and reward.
- Metrics for measuring innovation performance and progress.
- Agile methodologies in product development.
- Techniques for creative problem-solving and ideation.

Unit Four: Building an Innovative Organization and Culture

- The role of leadership in driving innovation.
- Designing organizational structures that support creativity.
- Fostering a culture of experimentation and psychological safety.
- Managing and motivating creative individuals and teams.
- Implementing open innovation models and strategic alliances.
- Corporate venturing and internal startups.
- Knowledge management systems for innovation.

Unit Five: Commercialization, Intellectual Property, and Future Trends

- Developing a go-to-market strategy for new technologies.
- Understanding and managing the technology adoption lifecycle.
- Fundamentals of intellectual property: Patents, trademarks, and copyrights.
- Formulating an effective IP strategy.
- Valuation of technology and innovation projects.
- Ethical considerations in technological innovation.
- Emerging trends: AI, blockchain, and their strategic implications.

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 AI advancement, how can established firms strategically manage the cannibalization of their existing products by their own disruptive innovations without alienating their core customer base?

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

This course distinguishes itself by moving beyond theoretical frameworks to provide a deeply integrated and practical approach to managing technological innovation. While many programs focus on either the "strategy" or the "technology" in isolation, our curriculum is meticulously designed to bridge the gap between high-level corporate objectives and the on-the-ground realities of R&D, product development, and market launch. We emphasize a holistic perspective, guiding participants through the entire innovation value chain—from fostering a creative culture and generating novel ideas to navigating the complexities of intellectual property and commercialization. The course content is enriched with contemporary case studies that explore not just the celebrated successes but also the instructive failures of innovation, offering nuanced and actionable insights. Rather than simply presenting tools, we focus on cultivating a strategic mindset, enabling leaders to ask the right questions, anticipate market shifts, and make robust decisions under conditions of uncertainty. The interactive methodology ensures that learning is applied, not just absorbed, preparing participants to drive tangible and sustainable innovation within their organizations.