MAWA EVENTS

Address: No. 857, Block A2. Leisure Commerce Square - No 9., 46150 Petaling Jaya, Selangor, Malaysia

Phone: +601116373203 | **Email:** info@mawaevents.net

DIGITAL INNOVATION & INNOVATION MANAGEMENT

"Drive Breakthrough Value Through Digital Innovation and Strategic Innovation Management."

Schedule

Venue	Fees
In-House	ASK FOR THE QUOTATION

► **Available delivery methods:** In-House Training

Introduction

Digital innovation is no longer optional—it is a core driver of competitive advantage, customer engagement, and operational excellence. This course helps professionals develop the skills, mindset, and frameworks necessary to harness innovation across products, processes, and business models. It combines modern innovation theories with hands-on strategy design to lead digital initiatives and build cultures of continuous transformation.

Objectives

Participants completing this course will be able to:

- Understand digital innovation and its strategic importance
- Apply innovation frameworks such as Design Thinking and Lean Startup
- Build innovation roadmaps aligned with business goals
- Foster innovation culture, governance, and metrics
- Manage disruptive technologies and digital transformation projects

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Why Attend

This course empowers you to transform ideas into value, manage innovation pipelines, and enable your organization to lead—not just adapt—in rapidly changing markets.

Target Audience

- Innovation and digital transformation managers
- Strategy and R&D leaders
- Product managers and business analysts
- Technology and IT professionals
- Senior executives aiming to scale innovation initiatives

Individual Benefits

- Develop expertise in managing digital innovation processes
- Gain practical tools to ideate, validate, and scale innovations
- Improve problem-solving, creativity, and leadership in uncertain environments
- Understand how to apply digital trends to real-world challenges

Organizational Benefits

- Accelerate time-to-market for new ideas and solutions
- Foster a resilient, innovative, and adaptive workforce
- Improve customer-centricity through innovation frameworks
- Build a scalable and repeatable innovation ecosystem

Instructional Methodology

- Practical workshops & design sprints
- Expert-led lectures with real-life examples
- Innovation canvases, roadmaps, and simulation tools
- Group work, case studies, and innovation labs

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Course Outline

DETAILED 5-DAY COURSE OUTLINE (CUSTOMIZABLE)

Training Hours: 7:30 AM – 3:30 PM

Daily Format: 3–4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

Day 1: Foundations of Digital Innovation

Module 1: Defining Innovation in the Digital Age (07:30 – 09:30)

Module 2: Innovation Types: Product, Process, Business Model, Ecosystem (09:45 – 11:15)

Module 3: Case Study: Success & Failure in Digital Innovation (11:30 – 01:00)

Module 4: Workshop: Assessing Your Innovation Maturity (02:00 – 03:30)

Day 2: Frameworks and Tools for Innovation Management

Module 1: Design Thinking for Digital Solutions (07:30 – 09:30)

Module 2: Lean Startup and Agile Innovation (09:45 – 11:15)

Module 3: Business Model Innovation Canvas (11:30 – 01:00)

Module 4: Ideation Session: From Problem to Prototype (02:00 – 03:30)

Day 3: Managing Innovation Projects

Module 1: Creating Innovation Roadmaps and Portfolios (07:30 – 09:30)

Module 2: Funding, Scaling, and Piloting Innovation (09:45 – 11:15)

Module 3: Governance Structures for Innovation Management (11:30 – 01:00)

Module 4: Activity: Build a Go-to-Market Strategy for Innovation (02:00 – 03:30)

Day 4: Technology-Driven Innovation

Module 1: Trends: AI, IoT, Blockchain, and Cloud for Innovation (07:30 – 09:30)

Module 2: Digital Platforms and Ecosystem Innovation (09:45 – 11:15)

Module 3: Data-Driven Innovation and Customer Insights (11:30 – 01:00)

Module 4: Simulation: Competing on Innovation in a Digital Economy (02:00 – 03:30)

Day 5: Building an Innovation Culture and Future Readiness

Module 1: Leadership and Organizational Culture for Innovation (07:30 – 09:30)

Module 2: Measuring Innovation: KPIs and Success Metrics (09:45 – 11:15)

Module 3: Talent, Collaboration, and Open Innovation (11:30 – 01:00)

Module 4: Final Group Project Presentation & Certification (02:00 – 03:30)

Certification

Participants who complete the course will be awarded a **Certificate in Digital Innovation & Innovation Management**, recognizing their ability to lead and manage innovation in modern digital enterprises.

Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

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