MAWA EVENTS

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

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INNOVATION MANAGEMENT PROGRAM: EFFECTIVE STRATEGY & IMPLEMENTATION

"Transform Ideas into Action and Drive Organizational Growth through Strategic Innovation."

Schedule

Venue (InHouse)	Fees
At Your Organization Premises	Ask For The Quotation

Introduction

In today's competitive and rapidly changing business environment, innovation is essential for sustaining growth, competitiveness, and market leadership. Successful innovation requires not just creative ideas but also effective strategies and implementation mechanisms to turn ideas into impactful results.

The Innovation Management Program focuses on equipping participants with the knowledge, tools, and practical skills to manage innovation strategically. Through case studies, workshops, and hands-on exercises, participants will learn how to develop innovation strategies, manage portfolios, and implement initiatives that drive tangible organizational benefits.

Objectives

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

- Understand the principles and frameworks of innovation management.
- Develop effective innovation strategies aligned with organizational goals.
- Identify opportunities for innovation in products, processes, and services.
- Apply design thinking, creative problem-solving, and ideation techniques.
- Manage innovation portfolios, projects, and teams efficiently.
- Overcome organizational and cultural barriers to innovation.
- Measure the impact and ROI of innovation initiatives.
- Implement innovation projects from concept to execution successfully.

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Why Attend

Organizations need leaders and managers who can translate innovative ideas into actionable strategies. This program equips professionals with the skills to drive innovation, foster a culture of creativity, and deliver measurable results. Participants will gain practical tools and frameworks to lead innovation initiatives that enhance competitiveness and business performance.

Target Audience

This course is suitable for:

- Mid-level and Senior Managers
- Project Managers and Team Leaders
- Innovation and Strategy Professionals
- Product Development and R&D Teams
- Entrepreneurs and Startup Founders
- Business Consultants and Change Agents

Individual Benefits

- Acquire practical skills in innovation strategy and implementation.
- Learn to foster creativity and lead innovation projects effectively.
- Enhance problem-solving, analytical, and decision-making capabilities.
- Increase professional value and employability in innovation and leadership roles.
- Develop confidence in driving innovation initiatives within teams and organizations.
- Gain insights into global best practices and real-world case studies.

Organizational Benefits

- Build a structured approach to manage innovation and creativity.
- Improve strategic decision-making and organizational competitiveness.
- Enhance efficiency in implementing innovation projects and initiatives.
- Foster a culture of creativity and continuous improvement.
- Optimize resource allocation and manage innovation portfolios effectively.
- Ensure measurable outcomes from innovation initiatives and programs.

Instructional Methodology

The training employs a practical, project-based approach through:

- Interactive lectures on innovation management frameworks and strategies
- Hands-on workshops on design thinking, ideation, and project planning
- Real-world case studies from leading innovative organizations
- Group exercises and collaborative problem-solving sessions
- Step-by-step guidance on implementing innovation initiatives
- Assignments focused on strategic innovation planning and execution
- Continuous feedback, coaching, and Q&A sessions

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Course Outline

- Module 1: Introduction to Innovation Management – Principles and Importance
- Module 2: Developing Innovation Strategy Aligned with Organizational Goals
- Module 3: Identifying Opportunities – Market, Product, and Process Innovation
- Module 4: Creative Thinking, Ideation, and Design Thinking Techniques
- Module 5: Innovation Portfolio and Project Management
- Module 6: Managing Teams and Leading Innovation Initiatives
- Module 7: Overcoming Barriers to Innovation – Organizational and Cultural Challenges
- Module 8: Metrics, KPIs, and Measuring ROI of Innovation Projects
- Module 9: Best Practices and Lessons from Global Innovation Leaders
- Module 10: Capstone Project – Developing an Actionable Innovation Implementation Plan

Certification

Upon successful completion, participants will receive a Certificate in Innovation Management: Effective Strategy & Implementation, recognizing their ability to develop, lead, and implement innovation strategies that drive organizational growth and competitive advantage.

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.

In-House / Customized Training Interested in running this course for your team? Please contact us:	TEL: **+601116373203**	EMAIL: **info@mawaevents.net**

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