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29 - 31 May 2016

Four Seasons Resort Jumeirah Beach



Public
Training

STRATEGIC INNOVATION

Appreciation of the need for a different approach to strategy development and implementation



OVERVIEW



PRIMARY OBJECTIVES & BENEFITS

Strategic innovation is not about creating an occasional reaction to changes or just new one-off initiatives in isolation. It is the creation of a management led culture of improvement that generates meaningful breakthroughs and creates ongoing increases in value for an organization and its customers.

Strategic innovation is a multi-disciplinary approach that brings together all of the creative resources, capabilities and knowledge within an organization to produce innovative changes to business processes, products and services that will drive new business growth and create a strategic competitive advantage.

This workshop will help participants to:

1. Have a clear insight into why it is necessary to think differently about strategy.
2. Appreciate how strategic innovation will lead to differentiation and new growth.
3. Understand how to examine the different dimensions of strategy and look for ways to innovate in them.
4. Redefine a business model to incorporate innovative practices.
5. Be confident of enabling strategic innovation in their organizations.



WHO SHOULD ATTEND?

All those who are concerned with the development and implementation of strategy in their organizations and are looking for new ideas and ways of gaining greater competitive advantage.



STRATEGIC INNOVATION

Appreciation of the need for a different approach to strategy development and implementation

Module 1 - Think Differently About Strategy

- What's wrong with strategy today?
- Thinking about content
- Thinking about the development process
- Thinking about the tools we use

Module 2 - Strategic Innovation And Its Outcomes

- What is strategic innovation?
- The dimensions of strategic innovation
- Differentiation generating new growth

Module 3 - The Organizational Context

- Creating a distinctive organizational context
- Organizational structure
- People and culture
- Systems and processes

Module 4 - The Process Of Strategic Innovation

- Visualizing strategy
- Generating ideas
- Evaluating ideas
- Implementing ideas

Module 5 - Redefining An Organization

- Defining the business
- Changing the strategic goal
- Challenge the basic assumptions
- Challenge resources and capabilities

Module 6 - Customer Focus

- Who are your customers?
- What are their needs?
- Which customers value you most and why?
- Where do you compete and where not?
- Where do we create value?

Module 7 - Rethinking The Product Offering

- Changing key elements
- Which of our capabilities are truly unique?
- Is there a potential total solution?
- Are we at the limits of technology?

Module 8 - Redefine The Business Model

- Looking for inspiration
- Work creatively with your business partners
- Can we improve our value chain?
- Right organizational structure

Module 9 - Enabling Strategic Innovation

- Make innovation a central topic
- Develop communities of practice
- Create an innovation portal
- Support teamwork, risk taking and change

PROGRAM HIGHLIGHT

Duration: 3 days

Date: To be Announced

Timing: 8:30 am to 2:30 pm daily

Venue: Suitable & fully equipped venue

Language: English

Material: Participants will be provided with high quality handouts

Certificates: Certificates of Completion shall be provided to participants upon successful attendance of the training program

Fees: USD 2,700/- Inclusive of material and certificate