



## Certified Innovation Leader

المدة: 5 يوم

اللغة: ar

كود الكورس: MG2 - 199

### هدف الكورس

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

- .Understand the stages of the innovation lifecycle •
- .Apply frameworks for opportunity identification and ideation •
- .Lead cross-functional teams through innovation projects •
- .Align innovation with business strategy and KPIs •

- .Foster an organisational culture that supports creativity and change •
- .Use tools such as Design Thinking, Lean Startup, and Agile •
- .Measure and communicate innovation impact effectively •

## الجمهور

:This course is ideal for

- .Senior managers and team leaders •
- .Innovation officers and transformation leaders •
- .Strategy and business development professionals •
- .R&D and product development managers •
- .Entrepreneurs and intrapreneurs •
- .HR and change management professionals •

## منهجية التدريب

This course follows a dynamic and experiential learning approach that immerses participants in hands-on activities and real-world applications. It includes innovation simulations and case studies to provide practical insights, as well as group ideation workshops and innovation labs to foster creative thinking and collaboration. Learners will engage with practical toolkits and templates that can be directly applied to their work, participate in peer reviews and design sprints to refine ideas, and take part in strategic planning exercises and leadership reflections to enhance long-term impact

## الملخص

In a fast-changing world, organisations need leaders who can champion innovation and lead transformation. The Certified Innovation Leader course is designed to equip professionals with the mindset, tools, and leadership skills required to drive strategic innovation within any organisation. This course blends innovation theory with practical frameworks such as the

.Innovation Funnel, Design Thinking, Business Model Innovation, and Agile Execution

Participants will explore how to lead innovation initiatives, develop a culture of creativity, and align innovation efforts with strategic business goals. Through a combination of case studies, interactive exercises, and group projects, attendees will gain the confidence and capability to .lead change, manage uncertainty, and bring new ideas to life

## محتوى الكورس والمخطط الزمني

### **Section 1: Foundations of Innovation Leadership**

- .Defining innovation in different organisational contexts •
- .The role of the innovation leader: skills and mindsets •
- .Models of innovation: incremental, disruptive, open innovation •
- .Building the business case for innovation •

### **Section 2: Opportunity Discovery and Customer-Centric Innovation**

- .Environmental scanning and trend analysis •
- .Design Thinking and empathy mapping •
- .Understanding unmet needs and hidden pain points •
- .Jobs-to-be-Done framework •

### **Section 3: Idea Generation and Portfolio Management**

- .Ideation techniques: brainstorming, reverse thinking, TRIZ •
- .Prioritising and evaluating ideas •
- .Managing an innovation pipeline: stages, gates, metrics •
- .Aligning innovation portfolio with business goals •

### **Section 4: Prototyping, Experimentation, and Agile Innovation**

- .Lean Startup principles: Build-Measure-Learn •
- .Prototyping and MVP development •
- .Running experiments and testing assumptions •
- .Agile methods for innovation delivery •

## **Section 5: Leading Innovation Teams and Culture**

- .Creating psychological safety for creativity •
- .Leading cross-functional innovation teams •
- .Overcoming resistance to change •
- .Building and sustaining an innovation culture •

## **Section 6: Scaling and Measuring Innovation**

- .Moving from pilot to scale: frameworks for growth •
- .Innovation metrics and KPIs •
- .Communicating value to stakeholders •
- .Building a long-term innovation strategy •

### **تفاصيل الشهادة**

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided

Holistique Training Certificates are accredited by the British Accreditation Council (BAC) and The CPD Certification Service (CPD), and are certified under ISO 9001, ISO 21001, and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

### **مقالات ذات صلة**



### تأثير التقنيات الحديثة على الابتكار والتنمية في بيئة العمل

تشهد بيئات العمل الحديثة تحولاً جذرياً بفعل التقنيات الحديثة التي أعادت تعريف طرق الإنتاج، التواصل، واتخاذ القرارات داخل المؤسسات. فقد أصبحت الأدوات الرقمية مثل الذكاء الاصطناعي، إنترنت الأشياء، الحوسبة السحابية، والواقع الافتراضي والمعزز جزءاً أساسياً من عمليات العمل اليومية، مما يتيح تحقيق مستويات أعلى من الكفاءة والدقة. هذه التقنيات لا