

# INNOVATION MANAGEMENT



## INTRODUCTION

Employers are looking at recruiting creative individuals with an innovator's mindset. Organizations need to come up with processes that promote creativity, innovation and entrepreneurship which will give them a competitive edge. This course will help graduates, business and marketing personnel develop innovative solutions and lead an organization through an innovative change.

## COURSE OBJECTIVE

Why is there need of creativity and innovation in the workplace  
Identify skills required for leading organization to transformation through innovation  
Promote innovation and creativity in organizations  
Obtaining a competitive advantage

## OUTLINE

- Innovator's Mindset (Open/ Closed thinking)
- The relationship between creativity and innovation
- Creative Ideas
- Steps in the creative process
- Creating an innovative culture
- Types of Innovations
- The innovation process
- Evaluating innovation opportunities
- Business intelligence
- Business Innovation and creativity
- Innovation , Creativity and Entrepreneurship
- Finance and cost/ benefit analysis vs good ideas
- Product Development
- The power of digital marketing
- Challenges companies face when they bring innovation to the market

## WHO SHOULD ATTEND

Graduate Trainees, Innovation Managers,  
Marketing Managers and Personnel,  
Business Consultants,  
Project Managers

## DURATION

2 Day