



*Training Course:
Mastering R&D and Innovation Leadership:
Strategies for Directors*

*30 June - 4 July 2025
Casablanca (Morocco)
New Hotel*

Training Course: Mastering R&D and Innovation Leadership: Strategies for Directors

Training Course code: SC235586 From: 30 June - 4 July 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4675 € Euro

Introduction

This 5-day training program is designed for directors and senior leaders who oversee Research & Development R&D and innovation initiatives within their organizations. The program focuses on advanced strategies to lead innovation, foster a culture of creativity, and drive R&D efforts aligned with business goals. Participants will gain insights into managing R&D teams, optimizing innovation processes, and translating ideas into successful products or services.

Target Audience

- Directors and senior executives in R&D and innovation
- Chief Innovation Officers and R&D leaders
- Product development managers and technical leaders
- Senior managers responsible for driving innovation strategies
- Corporate strategists involved in R&D and innovation initiatives

Objectives

- Master advanced leadership techniques for managing R&D and innovation.
- Foster a culture of creativity and innovation within the organization.
- Learn to align R&D and innovation strategies with business objectives.
- Gain skills to manage innovation pipelines from ideation to execution.
- Develop strategies for optimizing R&D resources and accelerating time to market.
- Understand how to measure the success and impact of R&D initiatives.

Training Program Outline

Day 1: Strategic Leadership in R&D and Innovation

- Understanding the role of R&D and innovation in driving business growth.
- Aligning R&D and innovation efforts with long-term corporate strategy.
- Developing a leadership mindset to foster innovation across teams.
- The role of executive leadership in setting a vision for R&D.
- Case studies: Successful R&D and innovation leadership across industries.

Day 2: Fostering a Culture of Innovation

- Building a culture that encourages creativity, experimentation, and risk-taking.
- Techniques to inspire innovation within teams and across departments.
- Creating an environment that supports collaboration and knowledge sharing.
- Encouraging cross-functional innovation and integrating diverse perspectives.
- Workshop: Designing an innovation culture roadmap for your organization.

Day 3: Managing R&D Teams and Innovation Pipelines

- Structuring and leading high-performing R&D teams.
- Managing the innovation process from ideation to commercialization.
- Techniques for accelerating innovation and shortening time to market.
- Balancing incremental and breakthrough innovation in R&D portfolios.
- Group activity: Developing an innovation pipeline for a new product or service.

Day 4: R&D Resource Optimization and Risk Management

- Optimizing R&D resources: budget allocation, talent management, and technology investments.
- Managing R&D risks: navigating uncertainty, failure, and changing markets.
- Techniques for evaluating R&D investments and measuring ROI.
- Leveraging external partnerships and open innovation to enhance R&D outcomes.
- Workshop: Creating a risk management plan for R&D projects.

Day 5: Measuring and Scaling Innovation Success

- Metrics and KPIs for evaluating the success of R&D and innovation initiatives.
- Continuous improvement in R&D: adapting to evolving technology and market needs.
- Scaling innovation: taking successful ideas from pilot projects to full implementation.
- The future of R&D leadership: emerging trends in technology and innovation.
- Final exercise: Crafting a long-term R&D and innovation strategy for your organization.

Registration form on the Training Course: Mastering R&D and Innovation Leadership: Strategies for Directors

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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