MERCURY

Innovation Leadership for Strategic Growth

13 – 17 September 2027
Amsterdam (Netherlands)



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Innovation Leadership for Strategic Growth

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Introduction

Innovation leadership has become a critical capability for organizations aiming to achieve sustainable competitive advantage in rapidly evolving markets. This Innovation Leadership for Strategic Growth course equips professionals with the strategic thinking, leadership mindset, and practical frameworks required to drive innovation across functions and industries. Participants will explore how to align innovation strategies with business growth objectives while fostering a culture that supports creativity and continuous improvement. The program provides a structured understanding of innovation management, digital transformation, and strategic leadership practices. It also emphasizes the importance of decision-making, risk management, and organizational agility in achieving long-term success. Learners will lead innovation initiatives that deliver measurable business value and strategic growth.

Targeted Groups

This Innovation Leadership for Strategic Growth training targets professionals seeking knowledge and skills:

- Senior managers responsible for strategic planning and growth initiatives.
- Innovation managers leading product and service development.
- Business leaders are driving digital transformation projects.
- Entrepreneurs aiming to scale innovative business models.
- Strategy consultants advising on innovation frameworks.
- Project managers overseeing innovation-driven initiatives.
- R&D professionals are involved in new product development.
- Professionals seeking advanced leadership and innovation skills.

Course Objectives

Participants will achieve the following objectives by completing the Innovation Leadership for Strategic Growth course:

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- Understand the core principles of innovation leadership and strategic growth.
- Analyze innovation frameworks used in high-performing organizations.
- Develop strategies to align innovation with business objectives.
- Evaluate different types of innovation, including disruptive and incremental.
- Apply leadership techniques to foster a culture of innovation.
- Assess risks and opportunities in innovation-driven environments.
- Design sustainable innovation strategies for long-term growth.
- Integrate digital transformation into business innovation processes.
- Measure innovation performance using key performance indicators.
- Strengthen decision-making skills in uncertain and dynamic markets.
- Enhance organizational agility and adaptability to change.
- Identify barriers to innovation and implement effective solutions.

Targeted Competencies

Participants will gain the following competencies during the Innovation Leadership for Strategic Growth program:

- Strategic thinking and innovation planning skills.
- Leadership capabilities for managing innovation teams.
- Ability to design and implement innovation frameworks.
- Skills in driving digital innovation and transformation.
- Analytical skills for evaluating innovation performance.
- Competence in managing innovation risks and uncertainties.
- Knowledge of business model innovation strategies.
- Ability to foster a culture of creativity and collaboration.
- Skills in aligning innovation initiatives with strategic goals.
- Expertise in identifying emerging market opportunities.

Studying Scenarios

In this Innovation Leadership for Strategic Growth training, participants develop skills through the following scenarios:

- Leading a company-wide innovation strategy transformation.
- Managing resistance to innovation within teams.
- Launching a disruptive product in a competitive market.
- Aligning innovation initiatives with corporate strategy.
- Evaluating investment decisions for innovation projects.
- Building a culture that supports continuous innovation.

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Course Content

Unit 1: Foundations of Innovation Leadership

- Define innovation leadership and its role in strategic growth.
- Explore the evolution of innovation management practices.
- Understand the relationship between leadership and the success of innovation.
- Identify key characteristics of successful innovation leaders.
- Examine global trends influencing innovation strategies.
- Analyze the impact of organizational culture on innovation outcomes.
- Understand the importance of vision and strategic direction.
- Explore innovation leadership models used by leading organizations.

Unit 2: Innovation Strategy and Business Growth

- Understand how to develop an innovation strategy aligned with business goals.
- Identify different types of innovation strategies for growth.
- Analyze the role of competitive advantage in innovation planning.
- Explore tools for strategic innovation management.
- Assess market trends and their impact on innovation decisions.
- Evaluate opportunities for business model innovation.
- Integrate innovation into corporate strategy frameworks.
- Develop roadmaps for sustainable innovation-driven growth.

Unit 3: Leading Innovation and Organizational Transformation

- Understand leadership roles in driving organizational innovation.
- Explore methods for building high-performing innovation teams.
- Develop skills to manage change and transformation initiatives.
- Identify barriers to innovation within organizations.
- Apply techniques to overcome resistance to change.
- Foster a culture of creativity, collaboration, and experimentation.
- Understand the role of leadership communication in the success of innovation.
- Promote continuous learning and improvement within teams.

Unit 4: Digital Innovation and Emerging Technologies

- Explore the impact of digital transformation on innovation leadership.
- Understand key emerging technologies driving business innovation.
- Identify opportunities for leveraging technology in innovation strategies.
- Analyze case studies of successful digital innovation.
- Develop strategies for integrating digital tools into business processes.
- Understand data-driven decision-making in innovation management.
- Evaluate risks associated with digital innovation initiatives.
- Align technology investments with strategic growth objectives.

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Unit 5: Measuring Innovation Performance and Sustainability

- Understand key performance indicators for innovation success.
- Develop methods for measuring innovation outcomes.
- Analyze financial and non-financial metrics for growth.
- Evaluate return on investment for innovation projects.
- Identify best practices for sustainable innovation management.
- Explore governance frameworks for innovation initiatives.
- Ensure alignment between innovation and long-term business sustainability.
- Develop continuous improvement strategies for innovation performance.

Final Insights & Key Takeaways

Innovation leadership is a strategic capability that enables organizations to navigate complexity and achieve sustainable growth. Mastering innovation strategies and leadership practices empowers professionals to drive transformation and create long-term value in competitive markets.