



Executive Development in Innovation & Change Leadership Training

11 – 15 January 2027
Casablanca (Morocco)



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Introduction

The Executive Development in Innovation & Change Leadership course strengthens the strategic capabilities of leaders managing transformation, organizational growth, and innovation-driven performance. It explores advanced leadership practices that support sustainable change, business agility, and competitive advantage in rapidly evolving industries. Participants examine how executive leadership influences organizational culture, innovation management, digital transformation, and employee engagement during periods of change. The program provides a structured understanding of strategic decision-making, change implementation models, innovation frameworks, and leadership communication techniques. It highlights modern approaches used in executive leadership training, innovation strategy development, and organizational change management programs across global institutions. Through practical theoretical scenarios, participants develop the ability to lead innovation initiatives, manage resistance to change, and align organizational transformation with long-term business objectives.

Targeted Groups

This Executive Development in Innovation & Change Leadership training targets professionals seeking knowledge and skills:

- Executive leaders managing organizational transformation initiatives.
- Senior managers leading innovation and strategic growth projects.
- Directors responsible for business change management programs.
- Team leaders supervising digital transformation activities.
- Human resource managers support organizational development.
- Operations managers are improving business agility and performance.
- Strategy professionals are involved in innovation leadership planning.
- Department heads managing organizational culture change.
- Consultants specializing in leadership development and transformation.
- Entrepreneurs seeking innovation-driven leadership capabilities.

Course Objectives

Participants will achieve the following objectives by completing the Executive Development in Innovation & Change Leadership course:

- Understand the principles of innovation leadership and strategic transformation.
- Analyze executive leadership approaches for organizational change success.
- Evaluate change management frameworks used in modern organizations.
- Develop strategies for leading innovation and continuous improvement.
- Strengthen decision-making capabilities during complex business transitions.
- Improve leadership communication during organizational restructuring processes.
- Identify methods for overcoming resistance to organizational change.
- Examine the development of innovation culture within high-performing organizations.
- Explore digital transformation leadership and business adaptability practices.
- Enhance stakeholder engagement and cross-functional collaboration skills.
- Assess risks associated with change implementation and innovation programs.
- Design sustainable leadership strategies that support long-term growth.
- Improve executive influence in dynamic and competitive environments.
- Align innovation initiatives with strategic business objectives effectively.

Targeted Competencies

Participants will gain the following competencies during the Executive Development in Innovation & Change Leadership program:

- Strategic innovation leadership and transformation planning.
- Executive decision-making during organizational change initiatives.
- Advanced communication and stakeholder engagement capabilities.
- Leadership adaptability in dynamic business environments.
- Organizational culture assessment and improvement skills.
- Change management analysis and implementation techniques.
- Innovation strategy development and performance alignment.
- Risk evaluation within transformation and growth initiatives.
- Team empowerment and collaborative leadership practices.
- Digital transformation leadership and operational adaptability.
- Conflict management and resistance reduction capabilities.
- Performance monitoring for innovation-driven organizations.

Studying Scenarios

In this Executive Development in Innovation & Change Leadership training, participants develop skills through the following scenarios:

- Leading a large-scale organizational transformation project.
- Managing employee resistance during operational restructuring.
- Developing innovation strategies for competitive market growth.
- Improving executive communication during business transitions.
- Aligning digital transformation initiatives with strategic objectives.
- Strengthening organizational culture during periods of change.
- Evaluating leadership responses to innovation management challenges.
- Supporting cross-functional collaboration within transformation programs.

Course Content

Unit 1: Foundations of Executive Innovation & Change Leadership

- Principles of executive leadership in modern organizations.
- The evolving role of innovation in business sustainability.
- Leadership characteristics that drive successful transformation.
- Strategic thinking models for innovation-focused leadership.
- Organizational agility and adaptive leadership practices.
- Understanding innovation management in competitive industries.
- Executive responsibilities during organizational change initiatives.
- Leadership influences on organizational performance improvement.
- Global trends shaping innovation and change leadership programs.

Unit 2: Strategic Change Management & Organizational Transformation

- Foundations of organizational change management strategies.
- Understanding drivers of organizational transformation initiatives.
- Models used in successful business change implementation.
- Executive leadership during restructuring and transition periods.
- Identifying resistance to change within organizations.
- Strategies for reducing operational disruption during change.
- Building organizational readiness for transformation projects.
- Stakeholder engagement during strategic change initiatives.
- Measuring transformation success using performance indicators.

Unit 3: Innovation Strategy Development & Leadership Agility

- Innovation leadership strategies for sustainable business growth.
- Developing creative problem-solving approaches for executives.
- Aligning innovation strategy with organizational objectives.
- Leadership agility in rapidly changing market conditions.
- Building innovation-focused organizational cultures effectively.
- Encouraging collaboration and knowledge-sharing environments.
- Strategic decision-making during uncertain business situations.
- Executive approaches to continuous improvement initiatives.
- Managing innovation risks and organizational adaptability.

Unit 4: Communication, Culture & Employee Engagement During Change

- Leadership communication techniques during transformation programs.
- Building trust during organizational restructuring initiatives.
- Executive influence on employee motivation and engagement.
- Organizational culture assessment and change alignment methods.
- Communication planning for innovation-driven organizations.
- Managing workplace conflict during operational transitions.
- Coaching and mentoring approaches for leadership development.
- Creating collaborative environments that support innovation.
- Strengthening leadership credibility during business change.

Unit 5: Digital Transformation, Performance & Sustainable Leadership

- Digital transformation leadership strategies for executives.
- Integrating innovative technologies into business operations.
- Data-driven decision-making for organizational improvement.
- Performance management in innovation-focused organizations.
- Leadership accountability in transformation initiatives.
- Evaluating long-term sustainability of change programs.
- Executive approaches to operational excellence and agility.
- Strategic leadership for future-ready organizations.
- Building resilient organizations through innovation leadership.

Final Insights & Key Takeaways

Executive leaders who successfully combine innovation management with strategic change leadership create resilient organizations capable of sustained growth and competitive advantage. Effective transformation leadership depends on adaptability, communication excellence, alignment of innovation strategy, and the ability to guide organizations confidently through continuous change.