MERCURY

Leadership by Design: Innovation Process and Culture

3 – 7 May 2027
Casablanca (Morocco)



Dubai - UAE: +971 4 450 5697
Istanbul - Türkiye: +90 539 599 1206
Amman - Jordan: +962 79 712 3347

Leadership by Design: Innovation Process and Culture

Ref: 16324_1081532 **Date:** 3 – 7 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4500 Euro

Introduction:

Innovation is no longer a luxury but a necessity for organizations striving to remain competitive in a rapidly evolving business environment. The Leadership by Design: Innovation Process and Culture training course provides participants with the frameworks and strategies to lead innovation-driven organizations effectively.

The Leadership by Design: Innovation Process and Culture course examines how leadership can foster a culture of creativity, collaboration, and design thinking throughout the entire organization. It emphasizes the role of leaders in shaping organizational culture that embraces experimentation and risk-taking while aligning innovation with strategic goals.

Through structured learning, participants will gain an understanding of the systematic process of design-led leadership and its direct impact on organizational transformation. The Leadership by Design: Innovation Process and Culture program emphasizes case-based learning to connect theory with practical applications. Participants will have the tools to lead innovation systematically and sustainably.

Targeted Groups:

This Leadership by Design: Innovation Process and Culture training targets professionals seeking specialized knowledge and skills:

- Business leaders are seeking to strengthen innovation capacity.
- Managers are responsible for organizational culture transformation.
- Executives aiming to integrate design thinking into leadership.
- HR professionals focusing on innovation-driven talent strategies.
- Project leaders managing cross-functional creative teams.
- Entrepreneurs looking to design scalable and innovative systems.
- Consultants advising organizations on leadership and innovation strategies.

Targeted Competencies:

Participants will gain the following competencies during the Leadership by Design: Innovation Process and Culture program:

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- Ability to lead organizational innovation.
- Skills in applying design thinking frameworks.
- Competence in fostering a culture of creativity.
- Strategic alignment of innovation with business goals.
- Problem-solving using innovation-driven methods.
- Leadership adaptability in changing environments.
- Collaboration across multidisciplinary teams.
- Communication to support innovative ideas.
- Decision-making under uncertainty.
- Capability to inspire cultural transformation.

Course Objectives:

Participants will achieve the following objectives by completing the Leadership by Design: Innovation Process and Culture course:

- Understand the fundamentals of innovation-driven leadership.
- Identify the link between leadership, innovation, and organizational success.
- Analyze the role of organizational culture in supporting creativity.
- Apply design thinking principles to leadership practices.
- Develop systematic approaches to foster innovation in teams.
- Evaluate strategies for managing change during innovation processes.
- Design frameworks that align innovation with business strategy.
- Improve decision-making through creative problem-solving methods.
- Implement practical tools to build resilient innovation ecosystems.
- Reflect on your personal leadership style to adapt it toward a design-driven approach.
- Enhance the ability to inspire collaboration across diverse groups.
- Formulate effective methods for reducing resistance to cultural change.
- Integrate ethical and sustainable practices into innovation leadership.
- Assess real-world challenges through case-based applications.
- Create action-oriented roadmaps to cultivate a culture of innovation leadership.

Studying Scenarios:

In this Leadership by Design: Innovation Process and Culture training, participants will develop their skills through the analysis of the following scenarios:

- Leading a team to innovate in a competitive market.
- Applying design thinking to solve organizational challenges.
- Transforming company culture toward an innovation orientation.
- Managing change resistance in the innovation process.
- Implementing leadership strategies in uncertain environments.
- Driving innovation in cross-functional and global teams.
- Building sustainable innovation systems for long-term growth and success.
- Aligning creativity and innovation with strategic objectives.

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Course Content:

Unit 1: Foundations of Leadership by Design:

- Introduction to design-driven leadership principles.
- Historical evolution of leadership and innovation integration.
- Core elements of design thinking in organizational leadership.
- Understanding the innovation process as a leadership responsibility.
- Exploring leadership roles in shaping creative organizational culture.
- Linking design principles with strategic business leadership.
- The balance between innovation, creativity, and operational efficiency.
- Essential leadership mindsets for fostering design and innovation.
- Barriers to adopting design-led leadership and strategies for overcoming them.

Unit 2: Innovation Process and Strategic Alignment:

- Defining the innovation process in organizational contexts.
- Mapping innovation from ideation to implementation.
- Strategic integration of innovation into business models.
- Role of leaders in aligning creativity with organizational goals.
- Systems thinking and innovation management practices.
- Tools and frameworks to design innovation strategies.
- Evaluating risks and opportunities in innovation projects.
- Linking innovation with organizational performance indicators.
- Case studies of organizations successfully aligning strategy and innovation.

Unit 3: Building an Innovation Culture:

- Understanding culture as the foundation of innovation.
- Leadership practices that foster creativity and experimentation.
- Building trust and psychological safety to encourage risk-taking.
- The Role of Collaboration and Diversity in Innovative Cultures.
- Methods for embedding innovation into organizational values.
- Developing internal structures to sustain creativity.
- Measuring cultural readiness for innovation adoption.
- Strategies for overcoming resistance to cultural change.
- Global perspectives on innovation culture development.

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Unit 4: Design Thinking and Leadership in Practice:

- Introduction to design thinking frameworks in leadership.
- Applying empathy-driven leadership to problem-solving.
- Techniques for ideation and concept generation in teams.
- Prototyping and testing solutions in leadership contexts.
- Leading teams through iterative innovation cycles.
- Decision-making with limited data and uncertain outcomes.
- Encouraging intrapreneurship and entrepreneurial leadership.
- Tools to guide design-led organizational transformation.
- Case examples of design thinking applied in leadership challenges.

Unit 5: Sustainable Innovation and Future Leadership:

- Defining sustainable innovation in organizational contexts.
- Integrating ethics and responsibility into innovation leadership.
- Long-term strategies for resilience in innovation systems.
- Role of digital transformation in shaping innovative leadership.
- Future trends in leadership and innovation cultures.
- Leadership skills required for next-generation organizations.
- Building networks and ecosystems for sustained creativity.
- Using innovation to drive inclusive and global impact.
- Designing roadmaps for future-ready leadership practices.

Final Insights & Key Takeaways:

This course offers a comprehensive framework for understanding the crucial connection between leadership, innovation, and organizational culture. Participants gain practical tools to integrate design thinking into leadership practices. The program equips professionals to build resilient and sustainable innovation ecosystems. Ultimately, graduates will lead with creativity, adaptability, and cultural awareness in a rapidly changing world.