Certified Innovation Leader: Driving Strategic Growth

27 September – 1 October 2027
Barcelona (Spain)



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Why This Course

Innovation is one of the strongest drivers of growth, competitiveness, and long-term organizational success. Yet successful innovation does not happen through ideas alone. It requires leadership, structure, strategic alignment, customer insight, disciplined execution, and the ability to move concepts from early ideation to market launch.

Organizations need leaders who can create the right culture for innovation, identify meaningful opportunities, evaluate ideas objectively, build strong business cases, manage innovation projects, and guide teams through testing, launch, and continuous improvement.

This comprehensive 1-week course prepares professionals to lead innovation efforts and gain competitive advantage while preparing for the Certified Innovation Leader exam. Through practical frameworks, ideation exercises, business case workshops, project planning activities, and exam-focused review, participants will build the tools, confidence, and leadership mindset needed to manage innovation successfully.

What You'll Learn and Practice

By joining this program, you will:

- Understand the role of innovation leadership in organizational growth.
- Explore key innovation frameworks, methodologies, and leadership practices.
- Align innovation initiatives with organizational strategy and business goals.
- Build a culture that supports creativity, experimentation, and learning.
- Apply ideation techniques and brainstorming methods.
- Use Voice of the Customer tools to identify real needs and opportunities.
- Analyze trends and spot market, customer, and technology opportunities.
- Screen, prioritize, and select innovation ideas.
- Assess financial feasibility, market potential, and innovation risks.
- Build compelling business cases for innovative concepts.
- Plan and execute innovation projects using structured and agile approaches.
- Apply stage-gate processes from concept to development and launch.
- Use product testing, validation, go-to-market, and post-launch evaluation tools.
- Prepare effectively for the Certified Innovation Leader exam.



The Program Flow

Day 1: Innovation Foundations and Strategic Alignment

- Introduction to innovation leadership.
- Understanding innovation as a strategic capability.
- Innovation frameworks and methodologies.
- Types of innovation: product, service, process, business model, and organizational innovation.
- Aligning innovation with organizational strategy.
- Creating an innovation-supportive culture.
- Practical exercise: Assessing innovation maturity and strategic alignment.

Day 2: Ideation and Opportunity Identification

- Ideation techniques and brainstorming methods.
- Creating environments that encourage idea generation.
- Voice of the Customer tools and customer insight techniques.
- Trend analysis and opportunity spotting.
- Identifying unmet needs, market gaps, and emerging opportunities.
- Idea screening and selection processes.
- Workshop: Generating and prioritizing innovation opportunities.

Day 3: Business Case Development

- Financial feasibility assessment.
- Estimating costs, benefits, revenue potential, and investment needs.
- Market potential evaluation.
- Risk analysis and mitigation strategies.
- Building compelling business cases.
- Presenting innovation concepts to decision-makers.
- Practical exercise: Developing a business case for an innovative concept.

Day 4: Innovation Project Planning and Execution

- Project planning for innovation initiatives.
- Defining scope, milestones, resources, and success criteria.
- Resource allocation and team management.
- Stage-gate processes for innovation development.
- Agile methodologies in innovation projects.
- Managing uncertainty, iteration, and stakeholder expectations.
- Workshop: Creating an innovation project execution plan.



Day 5: Innovation Qualification and Launch

- Product testing and validation techniques.
- Prototyping, piloting, and customer feedback loops.
- Go-to-market strategies.
- Launch planning and execution.
- Post-launch evaluation and iteration.
- Certified Innovation Leader exam overview and preparation.
- Final activity: Presenting an innovation leadership roadmap and exam readiness plan.

Individual Impact

- Strengthen your ability to lead innovation initiatives with structure and confidence.
- Build practical skills in ideation, opportunity identification, and business case development.
- Improve your ability to evaluate innovation ideas using financial, market, and risk criteria.
- Gain tools for managing innovation projects from concept to launch.
- Enhance leadership capability in building innovation culture and team engagement.
- Improve readiness for the Certified Innovation Leader exam.

Work Impact

- Strengthen organizational capability to generate and execute valuable ideas.
- Improve alignment between innovation efforts and strategic business goals.
- Support creation of new products, services, processes, and revenue streams.
- Improve innovation project planning, governance, and execution discipline.
- Reduce innovation risk through better validation, analysis, and business case development.
- Build a stronger culture of creativity, experimentation, and continuous improvement.

Training Methodology

This program uses a practical and certification-focused approach to help participants apply innovation leadership concepts while preparing for the CIL exam. Learning methods include:

- Interactive discussions and guided facilitation.
- Innovation leadership case studies.
- Innovation maturity and culture assessment exercises.
- Ideation and opportunity spotting workshops.
- Voice of the Customer and trend analysis activities.
- Business case and financial feasibility exercises.
- Stage-gate and agile project planning simulations.
- Launch planning and post-launch review activities.
- Exam preparation review, practice questions, and study planning.



Beyond the Course

Upon completion, participants will be prepared to lead innovation with greater clarity, structure, and strategic focus. They will return ready to:

- Use a toolbox of innovation best practices and methodologies.
- Establish and lead a culture of innovation.
- Identify, evaluate, and prioritize innovation opportunities.
- Create business cases for new concepts and initiatives.
- Manage innovation projects from ideation to market launch.
- Continue preparation for the Certified Innovation Leader exam with a clear study plan.

