



Great North Business Incubator
Stop Hunger. Join us for Sustainable Development

Strategic Management of Creativity and Innovation

Managing innovation requires specific skills, which remain uncommon. This Strategic management of Creativity and Innovation course from GNBI is geared towards those interested in gaining a deeper understanding of the issues underpinning creativity and innovation in organizations, as well as the ways in which creativity and innovation can be developed and managed successfully.

Overview

Innovation is the cornerstone of successful organizations and economies across the globe. Consider the growing pace at which we witness change in the natural environment as well as in the technological, commercial, social and geopolitical landscapes. This velocity is fueling the need for innovation, and the pace is expected to intensify in the foreseeable future.

Successful management of creativity and innovation is therefore critical in achieving sustainable competitive advantage. Most organizations have recognized this, but only a few have truly mastered the art.

While theory frameworks will be reviewed during this course, the primary aim is to equip participants with state-of-the-art practical skills required to foster creativity and to design and execute sustainable innovation strategies. As such course participants will be involved in a hands-on innovation project and a series of workshops where they will develop their understanding of creativity and innovation methodologies. By the end of the course you will have experienced the innovation process from unlocking your and your team's creative potential and generating the initial idea to designing successful solutions and business models.

Programme Structure

During the course participants will learn about several key concepts supporting innovation, including:

- Innovation types and strategies
 - Creativity at the individual, group and organisational levels
 - Creativity techniques and tools
 - Design thinking
 - Opportunity recognition
 - Open Innovation
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- Democratic Innovation
- Designing strategic alliances and networks
- Assessing the commercial potential of innovations
- Business Model Innovation
- Capturing value from innovation
- New Product and Services Development Process

Target group

The course is designed for company executives, senior managers, middle managers, marketing managers, business development managers, Consultants, CEOs general managers , Executive Directors, Investment portfolio managers in the corporate business sector, government, NGO , Banks, Insurance , Public Medical Aid association and State Owned companies.

Course Dates

Workshop 1 Course dates	8 April 2019- 18 April 2019
Workshop 2 Course dates	10 June 2019- 20 June 2019
Workshop 3 Course dates	5 August 2019- 15 August 2019 9 September 2019- 19 September 2019
Workshop 4 Course dates	7 October 2019- 17 October 2019 11 November 2019- 21 November 2019
Price Per Person	\$ 3 050 includes pick up from Airport to and fro, pick up from lodge to and fro to the training Centre
Accommodation	\$780 per person for 12 days (This include bed and Breakfast and Dinner) vat Included
Total Including Accommodation	\$ 3.830.00



Detailed Programme Facts

Programme intensity: Full time

Duration: 2 weeks

Fees : \$ 3 550

Venue: Pretoria South Africa

