

Innovation Leadership and Strategic Design Thinking

COURSE OVERVIEW

This leadership management course combines the principles of creative leadership with structured, human-centered problem-solving to drive business growth and transformation. Innovation leadership focuses on guiding teams and organizations to embrace new ideas, challenge conventional thinking, and translate creativity into tangible outcomes, while strategic design thinking applies design methodologies to address complex challenges with empathy, experimentation, and strategic intent. This course equips participants with the skills to foster a culture of innovation, apply design thinking frameworks to strategic decision-making, and lead cross-functional teams in creating solutions that are both visionary and practical to connect creativity with strategy to deliver high-impact results.

WHO SHOULD ATTEND?

This program is designed for senior leaders, innovation managers, entrepreneurs, product developers, and organizational change agents responsible for driving creative solutions and strategic transformation. It is also valuable for consultants, design professionals, and other practitioners seeking to integrate design thinking into leadership and innovation practices.

COURSE OUTCOMES

Delegates will gain the skills and knowledge to:

- Define innovation leadership and its role in organizational success.
- Apply strategic design thinking to solve complex business challenges.
- Foster a culture that encourages creativity, experimentation, and risk-taking.
- Lead cross-functional teams in developing innovative solutions.
- Align innovation initiatives with organizational goals and market opportunities.
- Use prototyping and iterative testing to refine ideas and strategies.
- Leverage design thinking to improve customer and employee experiences.
- Measure the impact of innovation leadership on organizational performance.

KEY COURSE HIGHLIGHTS

At the end of the course, you will understand;

- Core principles of innovation leadership.
- Strategic design thinking frameworks and tools.
- Methods for cultivating a culture of innovation.
- Facilitation techniques for collaborative problem-solving.
- Prototyping and testing approaches for strategic ideas.
- Integration of creativity and strategy in leadership.
- Metrics for assessing innovation outcomes.
- Best practices from leading innovation-driven organizations.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded