

LEADING AN INNOVATION CULTURE

In-Person

LEADING A CULTURE OF INNOVATION IS AN EXECUTIVE-LEVEL PROGRAM DESIGNED TO HELP LEADERS BUILD AND SUSTAIN INNOVATION-DRIVEN ORGANIZATIONS BY COMBINING GLOBALLY RECOGNIZED INNOVATION MANAGEMENT PRINCIPLES WITH PRACTICAL LEADERSHIP TOOLS AND MODERN INNOVATION FRAMEWORKS.



NADA ELGHOSSEIN
TRAINER AND COACH

EQUIPPING LEADERS TO CREATE
ENVIRONMENTS WHERE
INNOVATION BECOMES
SYSTEMATIC, MEASURABLE, AND
SUSTAINABLE



IDRAK
EMPOWERING TALENTS

WHO SHOULD ATTEND?

EXECUTIVES, GENERAL MANAGERS, DIRECTORS,
DEPARTMENT HEADS, INNOVATION LEADERS, STRATEGY
PROFESSIONALS, TRANSFORMATION LEADERS, HR AND
ORGANIZATIONAL DEVELOPMENT LEADERS, QUALITY AND
EXCELLENCE PROFESSIONALS

WHAT WILL WE COVER?

- 1.LEADING INNOVATION IN A RAPIDLY CHANGING WORLD
- 2.BUILDING AND SUSTAINING AN INNOVATION CULTURE
- 3.ISO 56001: INNOVATION MANAGEMENT SYSTEMS
- 4.INNOVATION STRATEGY, GOVERNANCE, AND
PORTFOLIO MANAGEMENT
- 5.EXECUTIVE INNOVATION FRAMEWORKS AND
METHODOLOGIES
- 6.AI, DIGITAL TRANSFORMATION, AND EMERGING
TECHNOLOGIES
- 7.STRATEGIC FORESIGHT AND FUTURE READINESS
- 8.LEADING HIGH-PERFORMING INNOVATION TEAMS
- 9.FROM IDEAS TO VALUE CREATION
- 10.MEASURING, SCALING, AND SUSTAINING INNOVATION
PERFORMANCE



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WWW.IDRAK-KW.COM

