Leading and Managing through Strategic Planning & Innovation

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Vienna (Austria)



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Why This Course

Organizations today must balance long-term strategic vision with the ability to innovate and adapt quickly to changing market conditions. Leaders who can combine strategic planning with innovation leadership are better positioned to guide their organizations through uncertainty while maintaining sustainable growth and competitive advantage.

This intensive 1-week program equips leaders with practical frameworks and tools to design effective strategies, encourage innovation, and lead successful organizational change. Through interactive sessions and real-world applications, participants will strengthen their strategic thinking and develop the capabilities needed to turn innovative ideas into measurable results.

What You'll Learn and Practice

By participating in this program, you will:

- Develop and implement effective strategic plans aligned with organizational goals.
- Foster a culture that encourages creativity, innovation, and continuous improvement.
- Strengthen decision-making skills when addressing complex business challenges.
- Lead and manage organizational change with confidence and clarity.
- Align innovation initiatives with long-term strategic objectives.
- Apply practical tools for monitoring and sustaining strategic performance.

The Program Flow

Day 1: Foundations of Strategic Planning

- Understanding the strategic planning process and its importance.
- Conducting environmental scanning and SWOT analysis.
- Developing clear vision and mission statements.
- Defining strategic objectives and key performance indicators KPIs.

Day 2: Innovation Leadership

- Core principles of innovation management.
- Building and sustaining a culture that supports innovation.
- Applying design thinking and creative problem-solving techniques.
- Leading teams that drive innovation initiatives.



Day 3: Strategic Decision Making

- Analytical tools and frameworks for strategic decisions.
- Identifying and managing risks associated with strategic initiatives.
- Applying scenario planning to anticipate future challenges.
- Considering ethical factors in strategic leadership.

Day 4: Implementing Strategic Change

- Understanding change management models and best practices.
- Addressing resistance and encouraging stakeholder engagement.
- Communicating strategic initiatives clearly and effectively.
- Aligning organizational structures and processes with strategy.

Day 5: Measuring and Sustaining Strategic Success

- Monitoring and evaluating strategic performance.
- Using continuous improvement methodologies to refine strategies.
- Adapting strategies in response to evolving market conditions.
- Strengthening organizational resilience and long-term sustainability.

Individual Impact

- Strengthen your strategic thinking and innovation leadership capabilities.
- Improve decision-making in complex and dynamic business environments.
- Gain practical tools for managing strategic initiatives and change.
- Develop a structured approach to aligning innovation with business goals.

Work Impact

- Improve alignment between organizational strategy and innovation efforts.
- Enhance the organization’s ability to respond to market changes.
- Strengthen collaboration and engagement around strategic initiatives.
- Support sustainable growth through effective planning and innovation.

Training Methodology

This program integrates conceptual learning with practical application to ensure meaningful results. Learning methods include:

- Interactive workshops and strategy discussions.
- Real-world case studies and innovation scenarios.
- Group exercises focused on strategic analysis and planning.
- Practical frameworks and templates for strategy implementation.
- Reflection activities and collaborative problem-solving sessions.



Beyond the Course

By the end of the program, participants will be able to:

- Develop clear strategic plans that guide organizational growth.
- Foster innovation and creativity within teams and departments.
- Lead strategic change initiatives effectively.
- Monitor and adapt strategies to ensure long-term organizational success.

