

# Diploma in Strategic Innovation

## TU Dublin Level 8, Special Purpose Award, 20 ECTS

### Details

**Duration:** 12 Days

### Online 2021

Sep 9, 23: Oct 14: Nov 4, 18:  
Dec 2, 2021: Jan 27: Feb 17:  
Mar 3, 24: Apr 7, 21, 2022

### Time:

9.30 am– 5.00 pm

### Cost:

Ibec member: €3,200  
Non-member rate: €3,500

### Programme Overview:

The CPD Diploma in Strategic Innovation is designed to support leaders and organisations that appreciate the importance of investing in the development of their skills and knowledge in the key areas of strategy and innovation. This accredited programme will focus on equipping leaders and managers with the necessary strategic and innovation skills, knowledge and competencies to address the various challenges facing their businesses in creative and innovative ways, allowing them to gain a competitive edge in the marketplace.

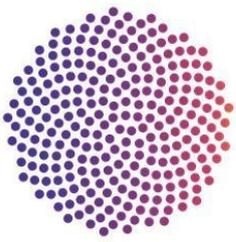
### Programme Outcomes:

On completion of this course, participants will be able to:

- Critically analyse the core principles of effective strategy and innovation
- Evaluate their organisation's approaches to strategy and innovation
- Consider the key approaches to analysing, evaluating and adopting appropriate strategies to capitalise on organisational strengths and overcome weaknesses
- Apply systematic approaches to problem solving and decision making
- Identify and apply key leadership skills related to strategy and innovation
- Evaluate the effectiveness of key approaches to creative problem solving, decision making and innovation
- Evaluate core approaches to strategy and innovation with reference to their own professional context
- Develop their ability to write, present and defend material that articulates ideas, insights and analysis relevant to strategy and innovation

### Who Should Attend?

The programme is designed to meet the needs of those new to innovation-related roles as well as helping to develop the skills and knowledge of those currently engaged in innovation in their organisations. Applicants should typically have a minimum of 5 years' experience in management and occupy roles involving a significant degree of engagement with innovation or expect to move into these positions in the near future.



## **Programme Assessment:**

Individual assessments are an integral part of the programme and count towards end of year results as follows:

- 1) One closed book exam  
40%
- 2) A project on a company specific innovation project, involving the application of the key principles of innovation and innovation development  
(4,500 words) 40%
- 3) Learning journal and class participation 20%

## **Contact:**

For further information, please contact [marie.keogh@ibec.ie](mailto:marie.keogh@ibec.ie) or call 01-6051645

## Programme Schedule:

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### **Developing a strategic outlook**

- Understanding strategy and strategic management
- Analysing the external environment
- Analysing the organisation
- Stakeholder mapping and analysis
- Defining the value chain
- Developing and assessing strategic options

### **Understanding innovation**

- What is innovation?
- Creativity and innovation
- Enhancing your personal creative confidence

### **The innovative organisation**

- Managing innovation
- Moving from ideas to implementation
- Structuring for innovation – organisational structures to support innovation
- Embedding Innovation as a core competency
- Managing change
- Measuring and evaluating innovation

### **How leadership, teams and people contribute to innovation**

- Leadership and Innovation
- Innovative teams
- Unlocking the innovation potential within people and teams
- Decision making, unconscious bias
- Managing failure and constraints
- Design Thinking

### **Taking a strategic view of innovation**

- Building an innovation strategy
- Innovating the Business Model
- Defining the customer and understanding their needs
- Engaging with an innovation ecosystem
- Managing and protecting your IP