

Innovative Service Management: Strategies for Success

Casablanca (Morocco)

26 - 30 October 2025

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Code: LM28 From: 26 - 30 October 2025 City: Casablanca (Morocco) Fees: 3300 Pound

Introduction

Welcome to the Service Innovation and Management Training Course, a dynamic program tailored to empower professionals with the knowledge and skills to excel in innovation management within service organizations. In a rapidly evolving world, where customer expectations and market dynamics constantly shift, staying ahead requires a strategic approach to managing innovation and enhancing service quality. This 5-day course delves into the principles of innovation management, equips you with cutting-edge tools, and guides you through best practices for innovation management to drive sustainable success.

Course Objectives

By the end of this training, participants will:

- Understand what innovation management is and its significance in service-oriented organizations.
- Identify opportunities for innovative management services through market analysis and customer insights.
- Learn practical approaches to designing innovative service solutions, leveraging innovation management technology.
- Master the fundamentals of service operations management to enhance efficiency and quality.
- Explore global innovation management trends and integrate best practices for innovation management into their strategies.
- Gain hands-on experience with tools like service design thinking and innovation in quality management.
- Foster a culture of creativity and adaptability for continuous service innovation.

Course Outlines

Day 1: Foundations of Service Innovation and Management

- Overview of Innovation Management Concepts.
- Defining Innovation Management and its role in service industries.
- Exploring the service innovation process with real-world applications.
- The importance of innovation in project management for driving successful outcomes.
- Case studies highlighting property management innovations and innovative risk solutions.

Day 2: Identifying Opportunities for Service Innovation

- Techniques for conducting market and customer analysis.
- Identifying service gaps to develop innovative property management services.
- Tools for ideation and brainstorming in creativity & innovation management.
- Evaluating the feasibility and impact of innovation opportunities.
- Crafting a service innovation strategy aligned with organizational goals.

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Day 3: Designing Innovative Service Solutions

- Mastering service design thinking to create impactful solutions.
- Utilizing prototyping and testing methodologies for innovative management solutions.
- Collaborative approaches to engaging stakeholders in the design process.
- Case studies on implementing innovative management solutions for enhanced customer experience.
- Exploring advancements in innovation management technology for service design.

Day 4: Managing Service Operations

- Core principles of service operations management and process improvement.
- Implementing innovation in quality management to optimize service delivery.
- Key techniques for integrating innovation in project management into operations.
- Measuring and analyzing performance using innovation management analytics.
- Successfully implementing and scaling innovative service solutions.

Day 5: Best Practices and Future Trends

- Exploring best practices for innovation management across global industries.
- Emerging trends and their implications for global innovation management.
- Leveraging data-driven insights and innovation management technology for strategic decisions.
- Navigating change management in service organizations through innovation.
- Building an organizational culture that champions continuous service innovation.

Conclusion

This course is more than a training—it's a transformative journey into the heart of innovation management. Whether you're looking to implement innovative management concepts, streamline operations with property management innovations, or adopt global innovation management strategies, you'll leave with actionable insights and tools to excel.

Join us to master the art of managing innovation, unlock the potential of your organization, and lead with confidence in today's competitive service landscape.

A graphic of a chessboard with several chess pieces (a king, a pawn, and a knight) on it, set against a background of concentric circles. The text 'UK Training PARTNER' is overlaid on the right side of the board.

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