

Stimulating innovation through entrepreneurial skills

*Casablanca (Morocco)*

*26 - 30 May 2025*

UK Training

**PARTNER**



## Stimulating innovation through entrepreneurial skills

Code: PS28 From: 26 - 30 May 2025 City: Casablanca (Morocco) Fees: 3300 Pound

### Introduction

This course is designed to stimulate innovation and foster entrepreneurial skills among participants. It focuses on equipping professionals with the tools and strategies to enhance creativity, foster a culture of innovation, and drive entrepreneurial ventures in various business settings.

### Course Objectives

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

- Understand the fundamentals of innovation and entrepreneurship.
- Develop critical thinking and creative problem-solving skills.
- Learn strategies to turn ideas into successful business models.
- Recognize opportunities for innovation within their industries.
- Cultivate leadership qualities necessary to drive innovative initiatives.

### Why Take This Course?

- It will enhance your understanding of innovation and entrepreneurship, opening new opportunities in your field.
- It will allow you to develop creative problem-solving skills.
- You will learn how to turn ideas into successful and profitable business models.
- It will help you identify and apply innovation opportunities in your industry.
- It will build essential leadership skills to lead innovative initiatives.
- It will cultivate an entrepreneurial mindset and boost your ability to think creatively.
- It will provide effective strategies for risk management and learning from failure.
- You will gain insights on transforming creative ideas into practical, real-world solutions.
- You will learn how to assess and scale innovative business ideas.
- It will guide you in creating a personal action plan to ensure continuous innovation and professional growth.

### Course Outlines

#### Day 1: Introduction to Innovation and Entrepreneurship

- Defining innovation and its importance in business.
- The role of entrepreneurs in driving innovation.
- The relationship between creativity and entrepreneurship.
- Assessing the current state of innovation in different industries.

A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) on it. The pieces are in shades of gold and silver. The board is white and black squares. In the background, there are concentric circles radiating from the center.

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- Overview of successful entrepreneurial case studies.

## Day 2: Cultivating Creativity for Innovation

- Understanding the creative process in entrepreneurship.
- Tools and techniques for enhancing creativity.
- Overcoming mental barriers to creative thinking.
- Collaborative creativity: teamwork and group dynamics.
- Transforming creative ideas into viable business opportunities.

## Day 3: Entrepreneurial Mindset and Risk Management

- Developing an entrepreneurial mindset.
- Understanding risk-taking and its role in innovation.
- Managing failure and learning from setbacks.
- Key entrepreneurial traits for success.
- Case study: Risk-taking and innovation in practice.

## Day 4: Business Models and Opportunity Recognition

- Introduction to business model development.
- Identifying market gaps and innovative opportunities.
- Tools for assessing the feasibility of new business ideas.
- Designing value propositions that drive innovation.
- Strategies for scaling innovative solutions.

## Day 5: Leadership for Innovation and Sustainability

- The role of leadership in fostering a culture of innovation.
- Leading change: Strategies for implementing innovative ideas.
- Sustainable innovation and its impact on long-term success.
- Measuring and tracking innovation outcomes.
- Action plan: Developing a personal innovation roadmap.

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 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

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