BLACKBIRD FOR TRAINING

Innovation Management System (ISO 56002)

3 – 7 May 2027
Casablanca (Morocco)



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Ref: 3255245_335967 **Date:** 3 – 7 May 2027 **Location:** Casablanca (Morocco) **Fees:** 4200 GBP

Introduction

Innovation has become a strategic necessity for organizations aiming to achieve sustainable growth and long-term competitiveness. The Innovation Management System ISO 56002 provides a globally recognized framework that enables organizations to systematically manage innovation, foster creativity, and align innovative initiatives with business strategy. Unlike ad-hoc approaches, ISO 56002 offers structured principles, processes, and tools to embed innovation into organizational culture and daily operations.

This course is designed for executives, team leaders, and professionals from a wide range of industries, including energy, finance, telecommunications, government, human resources, project management, marketing, and sales. Participants will learn how to design, implement, and sustain an effective innovation management system that drives measurable performance improvement and organizational resilience.

Course Objectives

- Understand the fundamentals of the Innovation Management System ISO 56002.
- Apply the ISO 56002 framework in organizational contexts.
- Align innovation initiatives with the overall business strategy.
- Design processes that foster continuous and sustainable innovation.
- Manage risks and opportunities associated with innovation projects.
- Develop KPIs to measure the impact of innovation activities.
- Learn from global best practices and real-world case studies.
- Strengthen leadership skills to build and sustain an innovation culture.

Course Outlines

Day 1: Introduction to the System

- Defining innovation and its role in business growth.
- Overview of ISO 56002 and reasons for adoption.
- Differences between ad-hoc and systematic innovation.
- Leadership's role in establishing an innovation system.
- Examples of organizations achieving success with ISO 56002.
- Group activity: assessing organizational readiness for innovation.



Day 2: Framework and Key Principles

- Core principles of ISO 56002.
- The link between innovation and business strategy.
- Identifying stakeholders and their expectations.
- Building a culture that promotes creativity and innovation.
- Workshop: applying principles to real-life scenarios.
- Discussing the challenges of system implementation.

Day 3: Innovation Processes and Activities

- Designing innovation processes within the organization.
- Identifying opportunities and turning them into projects.
- Managing the innovation lifecycle from idea to execution.
- Integrating innovation with available resources and capabilities.
- Practical exercise: developing an innovation project plan.
- Reviewing successful innovation process case studies.

Day 4: Tools, KPIs & Measuring Impact

- Digital tools that support innovation management.
- Designing performance indicators for innovation.
- Methods for assessing the impact of innovation.
- Preparing reports on innovation outcomes.
- Hands-on activity: building a KPI dashboard.
- Evaluating tool effectiveness in strategic decision-making.

Day 5: Evaluation & Roadmap for Improvement

- Comprehensive review of concepts and tools.
- Assessing participant-developed innovation initiatives.
- Designing a roadmap for organizational innovation.
- Building sustainable long-term strategies.
- Sharing lessons learned from case studies and workshops.
- Final assessment and feedback session.



Why Attend this Course? Wins & Losses!

- Gain an in-depth understanding of ISO 56002 and its application.
- Enhance organizational capacity for structured, sustainable innovation.
- Build strategies that integrate innovation into overall business goals.
- Improve collaboration across departments to drive innovative outcomes.
- Acquire tools and frameworks to measure innovation impact.
- Learn global best practices from case studies.
- Increase the chances of achieving international recognition in innovation.
- Strengthen leadership skills to manage change and transformation.

Conclusion

The Innovation Management System ISO 56002 provides organizations with a strategic framework to embed innovation into culture, strategy, and operations. By adopting this system, companies move from fragmented efforts to structured, measurable, and impactful innovation. This course equips participants with the knowledge, tools, and strategies to successfully implement ISO 56002, driving sustainable growth, resilience, and long-term competitive advantage.

