

designed by freepik

Creating a Culture of Innovation

Duration: 5 Days

Language: en

Course Code: MG2 - 200

Objective

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

- Define the characteristics of an innovative organisational culture.
- Identify barriers to innovation and how to address them.
- Foster leadership practices that support creativity and experimentation.
- Engage and empower teams to contribute innovative ideas.
- Design systems that support learning, feedback, and agility.
- Align innovation with business goals and performance indicators.

Audience

This course is ideal for:

- Managers and team leaders.
- HR professionals and culture champions.
- Innovation officers and business strategists.
- Organisational development professionals.
- Entrepreneurs and change agents.

Training Methodology

The course uses a blend of interactive workshops, real-world case studies, facilitated discussions, innovation diagnostics, group ideation labs, and role-playing scenarios. Participants will practice tools and techniques that can be immediately applied in their organisations.

Summary

In today’s rapidly evolving business landscape, innovation is not just an advantage—it's a necessity. The "Creating a Culture of Innovation" course is designed to help leaders and professionals build and sustain an organisational environment that nurtures creativity, risk-taking, and continuous improvement. This course focuses on the people, processes, and mindsets required to unlock innovation at all levels of an organisation.

Participants will explore the dynamics of innovative organisations, learn how to overcome cultural barriers to creativity, and develop practical strategies for embedding innovation into their workplace culture. Through case studies, role-playing, and actionable frameworks, attendees will leave equipped to become catalysts for change.

Course Content & Outline

Section 1: Understanding Innovation Culture

- What defines an innovative culture?
- Case studies of innovative companies.
- The relationship between culture, strategy, and innovation.
- The ROI of investing in culture.

Section 2: Diagnosing Your Current Culture

- Culture assessment tools and surveys.
- Analysing behaviours, norms, and values.
- Identifying innovation blockers within the organisation.
- Building a readiness-for-innovation index.

Section 3: Leadership for Innovation

- The role of leadership in shaping culture.
- Empowering teams and encouraging autonomy.
- Building trust, resilience, and psychological safety.
- Leading by example and modelling creative behaviour.

Section 4: Structures and Systems that Enable Innovation

- Designing innovation-friendly workflows and incentives.
- Feedback loops and learning systems.
- Collaboration spaces (physical and digital).
- Recognition and reward for experimentation.

Section 5: Empowering People and Teams

- Tools for creative problem-solving.
- Team diversity and cross-functional collaboration.
- Coaching innovation mindsets and skills.
- Facilitating inclusive ideation and participation.

Section 6: Embedding Innovation in Daily Practice

- Creating rituals and habits that sustain innovation.
- Aligning innovation with KPIs and strategy.
- Internal communication strategies that inspire innovation.
- Measuring cultural impact and improvement.

Section 7: Sustaining and Scaling the Culture

- Culture change frameworks.
- Scaling innovation across departments.
- Long-term planning and culture maintenance.
- Celebrating wins and reinforcing innovation behaviours.

Certificate Description

Upon successful completion of this training course, delegates will be awarded a Holistique Training Certificate of Completion. For those who attend and complete the online training course, a Holistique Training e-Certificate will be provided.

Holistique Training Certificates are accredited by The CPD Certification Service (CPD), and are certified under ISO 9001 and ISO 29993 standards.

CPD credits for this course are granted by our Certificates and will be reflected on the Holistique Training Certificate of Completion. In accordance with the standards of The CPD Certification Service, one CPD credit is awarded per hour of course attendance. A maximum of 50 CPD credits can be claimed for any single course we currently offer.

Categories

Human Resources Management (HRM), Management & Leadership

Tags

Culture of Innovation, embracing creativity, Leadership for Innovation

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