



MANAGING INNOVATION & CHANGE

TIME 9.00 AM - 5.00 PM

VENUE DREAMEDGE, CYBERJAYA

CODE SSG3

OVERVIEW

Change is, "The difference in a state of affairs related to different points of time." Innovation is, "Something original and new, being introduced to the world." It can be new ideas, new devices or new processes. Innovation management helps an organization grasp an opportunity and use it to create and introduce new ideas, processes, or products industriously. Creativity is the basis of innovation management; the end goal is a change in services or business processes.

Managing change and innovation requires that learning investments be focused on the areas of change that represent the highest risk and or opportunity. Innovation can produce sudden and dramatic changes to the way business is done and the way consumers experience changes to the products and services made by companies.

Companies need to constantly innovate for continued sustainability and growth of the business. Managing change and innovation is important to make changes to the organizational processes and its strategy.

OBJECTIVE

- To learn the differences between Change and Innovation
- To provide exposure on ways to reduce resistance to change
- To study the steps to managing innovation
- To learn about change triggers

TARGET

- Leader
- Executive
- Manager at all levels
- Project manager
- Team leader
- Supervisor

COURSE CONTENT

- Defining Change and Innovation
- The Difference between Change & Innovation
- External & Internal Change Triggers
- Managing Resistance to Change
- Types of Innovation
- 5 Steps to Managing Innovation
- Case Study and Presentation
- Key Steps to Leading Change & Innovation
- Group Brainstorming
- Training Evaluation

METHODOLOGY

- Training material : English language
- Lecture : Malay and/or English language
- Activities
- Q & A

LEARNING OUTCOME

At the end of the training, participants will be able to:

- Define Change and Innovation
- Articulate the Difference between Change and Innovation
- Identity the External and Internal Change Triggers
- Apply ways to Reduce Resistance to Change
- Explain the 4 Types of Innovation
- Appreciate the 5 Steps to Managing Innovation
- Use the 3 Key Steps to Leading Change and Innovation

REGISTER NOW!

*Closing date is 1 week before training date



NORMAL PRICE
RM 1750 Per pax



EARLY BIRD PRICE
RM 1550 Per pax
*2 weeks before closing date



GROUP PRICE
RM 1450 Per pax
*min three (3) pax



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