



**Per Pax
RM 1,800
Only!**
for a 2 Day Program

STRATEGIC INNOVATION

7-8 October 2022

Le Quadri Hotel, UCSI Cheras, Kuala Lumpur

COURSE OVERVIEW

Strategic Innovation challenges an organization to look beyond business boundaries and mental models and to participate in creative exploration of the realm of possibilities.

Focus of Strategic Innovation is the creation of growth strategies, new product categories, business models that change the game and generate new value for consumers and corporation. It is blending strategy to discover future business opportunities.

PROGRAM OUTLINE - EXPLORE THE:



Mindset of a Strategic Innovator



Growth Map



Market Trends & Consumer Insight



Emerging Technology Trends



Digital Future



Convergence on future options



Trainer:
Luciano Pezzota
Expert in BPR

Scan to register



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