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management suggests that top managers must be collaborative, plus involve employees in innovation

management and strategic planning.

Alongside the information age, the predominance of data innovation and fast mechanical

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change in pretty much every sector has made new organizations and decimated the individuals who can ' t adjust to this change, hence creating a steady requirement for development.

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you have to be very  
familiar with the  
steps of the  
innovation process  
and management.  
Definitely, how you  
spend your efforts,  
time, and money is

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management is all  
about eliminating the

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implementation.

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strategy is a plan to  
grow market share or  
profits through  
product and service  
innovation. When  
looking at innovation

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strategy through a jobs-to-be-done lens, we see that an effective strategy must correctly inform which job executor, job, and segment to target to achieve the most growth, and which unmet needs to target to help customers get the job done better.

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Since innovation is

the driver of change,

and change is the

most fundamentally

important driver of

business strategy,

then it ' s not an

exaggeration to say

that innovation is the

means of achieving

strategy, as we find in



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that the programme will equip you with the skills to set up a strategy that leverages systematic innovation approaches while developing internal capabilities and competencies to drive and support your organisation ' s innovation process.

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