



Agile Strategy & Innovation for Executives

“In a fast-changing world, strategy must move at the speed of innovation.”

COURSE OVERVIEW

In today's rapidly changing digital economy, traditional strategic planning alone is no longer enough to ensure long-term competitiveness. Executives must embrace agility and innovation to navigate disruption, capture new opportunities, and drive sustainable growth. This course equips leaders with the tools, frameworks, and mindset to integrate agile principles into strategy, foster an innovation-driven culture, and translate bold ideas into measurable results.

Executives will learn how to align agile strategy with organizational objectives, accelerate decision-making, and build systems that continuously adapt to market dynamics and technological change.

TARGETED AUDIENCE

- CEOs, C-Suite Executives & Senior Leaders responsible for strategy and transformation.
- Board Members & Business Owners seeking to future-proof their organizations.
- Strategy & Innovation Directors/Managers who oversee growth initiatives.
- Public Sector Leaders driving national transformation programs aligned with Vision 2030.

COURSE OBJECTIVES

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

- 1 Apply agile principles to strategic planning and execution.
- 2 Lead innovation initiatives that align with business goals and market needs.
- 3 Build an innovation ecosystem that encourages creativity, experimentation, and rapid learning.
- 4 Utilize agile frameworks (Scrum, Lean Startup, Design Thinking, OKRs) to accelerate decision-making and delivery.
- 5 Identify and prioritize emerging opportunities and disruptive trends.

COURSE OUTLINE

Module 1

The Case for Agile Strategy

- Why traditional strategy often fails in disruptive markets
- The evolution from rigid planning to agile adaptation
- Agile strategy in the context of Vision 2030 and global competitiveness
- Case studies: Global and regional success stories

Module 2

Foundations of Agile Thinking

- Principles of agility: flexibility, adaptability, responsiveness
- From projects to products: shifting perspectives
- Balancing efficiency with innovation
- Agile leadership behaviors

Module 3

Innovation as a Strategic Driver

- Defining innovation at different levels: incremental, adjacent, disruptive
- Aligning innovation with organizational objectives
- Creating a portfolio of innovation initiatives
- Using Design Thinking and Lean Startup to validate opportunities

Module 4

Agile Frameworks for Executives

- Scrum at scale – leadership's role
- Objectives and Key Results (OKRs) for strategy alignment
- Rapid experimentation and iterative decision-making
- Using digital tools for agile planning and monitoring

Module 5

Building an Innovation Culture

- Psychological safety and trust for innovation
- Empowering cross-functional teams
- Leading through influence rather than control
- Rewarding learning, experimentation, and collaboration

Module 6

Strategy Execution in Agile Organizations

- From strategic vision to actionable roadmaps
- Tracking performance with agile metrics and dashboards
- Managing risk and uncertainty
- Scaling agility across business units and functions

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