



Your Trusted Learning Partner

For senior managers to engage in and support product innovation in a way that drives – rather than dissipates – their business strategy.



Ku Chawe Inn
Zomba - Malawi

24-26 September 2025
08:00AM-16:00PM



STRATEGIC R&D MANAGEMENT

Registration Fees:
MK1, 200, 000.00
VAT Exclusive

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Introduction

Develop a business perspective to make product innovation happen

With the rising use of global outsourcing, offshoring, international distribution networks and internet channels, it is clear that low labour costs and market access are no longer competitive differentiators. More and more companies are looking to use the design and development of new products and services as a crucial source of competitive advantage, differentiation, growth and profitability.

Strategic R&D Management examines how organisations make product innovation happen. It helps senior managers engage in and facilitate product innovation in a way that supports - rather than hinders - their business strategy. Excellent project management is undermined if the portfolio of innovations is not aligned with business needs and strategy. Conversely, brilliant strategies achieve nothing if they are not well executed. For effective processes to positively impact the bottom line, all organisational units must pull together, which is a major challenge if the units are spread around the world. The situation becomes even more complex when global networks and partnerships are added into the mix.

Participants will learn how to manage product innovation as a strategic business process that involves multiple functions. They will also discover structures that facilitate collaboration across global networks and partnerships. For more than 6 years, the Strategic R&D Management program has been constantly evolving, consistently remaining at the forefront of the latest business thinking on product development. It has succeeded by focusing on how to embed projects, processes and the entire R&D organisation in the strategic business context - rather than on the mechanisms for running individual projects.

Key benefits

- View R&D from a strategic perspective rather than a collection of development projects
- Develop the tools to translate business strategy into a portfolio of innovation initiatives, and to measure the performance of uncertain and long-term innovation
- Create processes and structures that will enhance your organisation's ability to generate creative ideas for different purposes and with different degrees of novelty

Program Content

Strategic R&D Management continues to evolve so that the content is consistent with the changing global business environment, keeps up with technology and remains at the forefront of product development.

Participants will benefit from the facilitators deep knowledge of strategic R&D management in diverse industries and countries, as well as from their first-hand industry experience.

Over three intensive days of case studies, experiential exercises, group work and lectures, the program explores the business outcomes of R&D. It includes the following components:

Managing a portfolio of processes for different types of innovations

- Why is it important that portfolio management goes beyond financial evaluations?
- What are the best practices for devising competitive portfolios?

Innovation strategy and execution

- What are the ways in which R&D can contribute optimally to overall company goals?
- Are there alternative sources of innovation other than product or technology?

Measuring R&D innovation performance

- Why are many current evaluation systems unsatisfactory?
- What does a good R&D measurement system look like?

Structures for portfolio innovation

- What does good team management consist of?
- How do you put in place structures when teams are globally diverse?

Organisational innovativeness and idea creation

- Which R&D processes foster creative organisations?
- How can we increase organisational creativity?

Participant profile

Strategic R&D Management brings together an experienced group of executives from a diverse range of industries and countries. It is designed specifically for senior managers who are directly involved in product innovation, or who work at an organisation that has a major focus on product innovation.

These executives may be moving from a senior specialist position into a more generalist role. They may also be general managers whose job now entails being more closely involved with product innovation.

Past participants have included program managers of major research initiatives, directors of labs and vice-presidents of R&D. Senior managers with a heavy stake in the success of their company's R&D activities – including those from engineering, marketing, finance, manufacturing, sales or service – are also frequently represented.



Certificates

On successful completion of this training course, PALGNET Certificate will be awarded to the delegates

Registration Fees:

MK1,200,000

Fee Includes

Training Materials

Meals & refreshments during the day

Fee Excludes

Dinner and Accommodation

CONTACTS



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