



**LAGOS
BUSINESS
SCHOOL**

PAN-ATLANTIC UNIVERSITY



Driving Strategic Innovation and Business Development

Effective strategy + Implementation = Competitive Strategy



Programme date
July 28, 2026



Mode of delivery
Hybrid



Duration
3 days



Fee
₦850,000
Excluding VAT

Overview

In a market where competition is fierce and revenues are shifting, businesses must innovate or fall behind. "Driving Strategic Innovation and Business Development" teaches leaders how to spot untapped opportunities, redesign processes, and build growth strategies that respond to real market needs.

Through real examples, creative exercises, and practical frameworks, participants learn how to develop and implement ideas that drive expansion, reduce costs, and sustain long-term success. The programme helps organisations create not just new products, but new possibilities.

"Driving strategic innovation and business development" equips leaders with practical tools to uncover new opportunities, strengthen existing revenue streams, and build innovative solutions that keep their organizations competitive in today's challenging and fast-moving market.

Learning Objectives and Benefits

Participants will learn to:

- Equip leaders to retain customers, unlock new value, and drive measurable growth
- Build practical skills for developing new products, services, and processes
- Develop innovation and growth strategies that respond to market shifts
- Address declining revenues through structured, forward-looking approaches

Who Should Attend

Ideal for business development directors, innovation managers, marketing and sales leaders, and entrepreneurs seeking new ways to grow. It also benefits small and medium business owners who want to scale sustainably and professionals responsible for shaping product or market expansion strategies.

For More Information, Contact:

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