Training Course on Strategic Innovation and Growth Hacking

Professional Development Training Course Outline

Category	Business	**Duration**	10 Days
Base Fee	$3,000 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

In today’s fast-paced, hyper-competitive business environment, traditional growth models are no longer enough. **Training Course on Strategic Innovation and Growth Hacking** is designed to empower entrepreneurs, business leaders, marketers, and product teams with cutting-edge tools and frameworks to drive disruptive innovation and rapid business expansion. This training focuses on how to creatively solve problems, exploit market gaps, design scalable experiments, and achieve sustainable growth through modern growth hacking techniques and strategic innovation processes.

By blending real-world case studies with actionable growth hacking blueprints, this course equips participants to identify opportunities, build scalable growth systems, foster an innovation culture, and stay ahead in an increasingly digital and data-driven world. Whether you're launching a startup, growing a mid-sized business, or innovating within a large enterprise, this course will help your organization unleash breakthrough ideas and accelerate measurable growth in competitive markets.

Programme Curriculum

Training Course on Strategic Innovation and Growth Hacking

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Course Objectives

1. Understand the principles of strategic innovation and growth hacking.
2. Identify market gaps and customer-driven innovation opportunities.
3. Learn lean experimentation techniques for rapid business testing.
4. Apply design thinking to drive product and service innovation.
5. Integrate data-driven decision-making into growth strategies.
6. Master the customer acquisition and retention funnel.
7. Build scalable growth loops and viral acquisition models.
8. Implement automation and digital tools for accelerated growth.
9. Foster a culture of experimentation and creative problem-solving.
10. Measure growth metrics using advanced analytics tools.
11. Explore disruptive business models and monetization strategies.
12. Manage and mitigate innovation risks effectively.
13. Develop an actionable growth hacking blueprint for any business.

Organizational Benefits

1. Strengthen their competitive edge through continuous innovation.
2. Accelerate customer acquisition and retention rates.
3. Cultivate a growth mindset and entrepreneurial culture.
4. Implement data-backed marketing and sales growth strategies.
5. Minimize waste and maximize ROI through rapid experimentation.
6. Identify scalable revenue opportunities in emerging markets.

7. Streamline product-market fit discovery and validation.
8. Optimize digital channels for high-impact growth.
9. Future-proof the organization against disruption.
10. Enhance cross-functional collaboration for business growth..

Target Participants

1. Startup Founders and Entrepreneurs.
2. Marketing Managers and Growth Hackers.
3. Product Managers and Product Owners.
4. Innovation and R&D Teams.
5. Business Development Executives.
6. Corporate Strategy Professionals.
7. Digital Transformation Leaders.
8. Mid-level to Senior Managers seeking innovative growth strategies.

Course Outline

Module 1: Introduction to Strategic Innovation and Growth Hacking

1. Defining strategic innovation and growth hacking.
2. Evolution of growth hacking in digital business.
3. The mindset behind innovation-driven growth.
4. Overcoming innovation barriers in traditional firms.
5. Case Study: Dropbox’s referral growth strategy.

Module 2: Understanding Customer-Centric Innovation

1. Mapping customer needs and pain points.
2. Designing solutions with the end-user in mind.
3. Value proposition design frameworks.
4. Gathering actionable customer insights.
5. Case Study: Airbnb’s growth through customer feedback.

Module 3: Lean Startup and Experimentation Techniques

1. Building MVPs (Minimum Viable Products).
2. Running experiments and testing hypotheses.
3. Validating product-market fit with real users.
4. Scaling validated experiments for growth.
5. Case Study: Zappos’ MVP approach to online retail.

Module 4: Digital Growth Funnels and Conversion Optimization

1. Mapping the AARRR (Acquisition, Activation, Retention, Referral, Revenue) funnel.

2. Identifying bottlenecks and conversion drop-offs.
3. Optimizing landing pages and CTAs.
4. Using growth tools for automated funnel testing.
5. Case Study: HubSpot’s inbound marketing funnel.

Module 5: Viral Growth and Network Effects

1. Understanding virality and referral loops.
2. Designing products with built-in shareability.
3. Measuring and improving viral coefficients.
4. Leveraging network effects for exponential growth.
5. Case Study: Instagram’s viral user acquisition strategy.

Module 6: Growth Hacking with Data Analytics

1. Identifying key growth metrics and KPIs.
2. Using data to refine experiments and campaigns.
3. Automating growth through analytics platforms.
4. Predictive analytics for customer behavior.
5. Case Study: Spotify’s data-driven user personalization.

Module 7: Design Thinking for Innovation

1. Embracing human-centered design for innovation.
2. Prototyping and testing creative solutions.
3. Iterative development and feedback loops.
4. Scaling ideas from prototype to product.
5. Case Study: IDEO’s design thinking process.

Module 8: Content and Inbound Growth Strategies

1. Creating scalable content marketing engines.
2. SEO-driven content for organic growth.
3. Automating inbound lead generation.
4. Measuring content ROI and engagement.
5. Case Study: Buffer’s content-first growth strategy.

Module 9: Paid Acquisition and Growth Channels

1. Choosing the right paid channels for growth.
2. A/B testing ad campaigns and creatives.
3. Optimizing cost per acquisition (CPA).
4. Retargeting and customer lifecycle advertising.
5. Case Study: Dollar Shave Club’s viral video strategy.

Module 10: Automation Tools and Tech Stack for Growth

1. Choosing automation tools for marketing and sales.
2. Implementing CRM and workflow automation.

3. Streamlining lead nurturing and follow-up.
4. Integrating APIs for scalable solutions.
5. Case Study: Zapier’s automation growth tactics.

Module 11: Community-Led Growth and Brand Advocacy

1. Building strong customer communities.
2. Empowering user-generated content for growth.
3. Designing ambassador and referral programs.
4. Turning customers into advocates.
5. Case Study: Notion’s community growth strategy.

Module 12: Disruptive Business Models and Scaling Innovation

1. Exploring platform, subscription, and freemium models.
2. Identifying scalable business model patterns.
3. Disrupting industry norms through innovation.
4. Strategic partnerships for accelerated scaling.
5. Case Study: Uber’s disruption of the transport sector.

Module 13: Ethical Growth and Sustainable Innovation

1. Aligning growth with corporate social responsibility.
2. Ethical decision-making in growth experiments.
3. Balancing speed with sustainability.
4. Designing for long-term impact, not short-term gain.
5. Case Study: Patagonia’s purpose-driven growth model.

Module 14: Scaling Growth Teams and Innovation Culture

1. Structuring cross-functional growth squads.
2. Embedding growth mindset across departments.
3. Measuring team performance on growth KPIs.
4. Incentivizing innovation at every level.
5. Case Study: Google’s 20% innovation time policy.

Module 15: Creating a Growth Hacking Blueprint for Your Business

1. Mapping growth experiments for your context.
2. Building repeatable systems for growth.
3. Setting OKRs for innovation-driven growth.
4. Continuous learning and iteration cycles.
5. Case Study: LinkedIn’s structured growth hacking framework.

Training Methodology

This course employs a participatory and hands-on approach to ensure practical learning, including:

- Interactive lectures and presentations.

- Group discussions and brainstorming sessions.
- Hands-on exercises using real-world datasets.
- Role-playing and scenario-based simulations.
- Analysis of case studies to bridge theory and practice.
- Peer-to-peer learning and networking.
- Expert-led Q&A sessions.
- Continuous feedback and personalized guidance.

Register as a group from 3 participants for a Discount

Send us an email: info

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	04 Dec 2026	Online	$2,000
23 Nov 2026	04 Dec 2026	Physical	$3,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$6,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$9,000
23 Nov 2026	04 Dec 2026	Physical	$12,000
23 Nov 2026	04 Dec 2026	Physical	$12,000

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