

# STRATEGIC PLANNING FOR PROMOTING INNOVATION IN BUSINESS DEVELOPMENT

Pr. Number: 487183

A Training Program for Business Executives

Vital Importance Training - 100% HRDA Subsidized



## DATE, TIME & PLACE:

07/10/2025, 09:00-14:30 (Δια ζώσης)

08/10/2025, 09:00-14:30 (Δια ζώσης)

14/10/2025, 09:00-13:15 (Εξ αποστάσεως)

15/10/2025, 09:00-13:15 (Εξ αποστάσεως)

## ΔΙΑΡΚΕΙΑ:

18 hours - 24 Units CPD

**& 6 hours Consulting for each participating company**

## TRAINER:

Natasa Loizou

COST: €2.400

HRDA Subsidy: €2.400

**NET COST: €0**

The program is designed to train business executives such as entrepreneurs, managers, and department heads on new methodologies and strategic planning prospects for integrating innovation in business development. Participants will be trained in designing business strategies and implementing operational plans that aim to promote innovation in the processes of business growth or renewal.

Participants will acquire knowledge, skills, and attitudes related to new business strategies focused on innovation in products, business development processes, or market creation. Emphasis will be placed on organizational decision-making processes and improving leadership skills targeting business innovation and growth. Upon completing the program, participants will be able to apply theoretical and practical knowledge of strategic planning for innovation, significantly contributing to their company's development.

## TO WHOM IT IS ADDRESSED:

The program is intended for entrepreneurs, senior executives, managers, and department heads of private companies from any economic sector in Cyprus. It is also aimed at private consultants (consulting and coaching), authorities, directors, and managers of private universities, educational and research centers.

## CERTIFICATION

Upon successful completion of the program, participants will receive a certificate indicating the program was approved by HRDA.

**VITAL IMPORTANCE TRAINING**

**100% FUNDED BY HRDA**

## LEARNING OUTCOMES

Upon completion, participants will be able to:

- Analyze the concept, characteristics, and processes of innovation in business development
- Understand the core elements of strategic innovation planning
- Classify innovation strategies according to organizational missions
- Identify links between business strategy and portfolio implementation
- Integrate new leadership styles and goals to foster innovation
- Create strategic business plans tailored to innovation opportunities
- Collaborate across company levels and with stakeholders throughout the strategic planning process

## METHODOLOGY

The seminar will employ an interactive and practical methodology, covering a wide range of topics through practical exercises, case studies, discussions, and business plan creation with emphasis on innovation.

## TOPICS COVERED

- **Strategic planning and its significance**
- **Innovation in business models**
- **Product innovation development**
- **Innovation in industry/market models**
- **Innovative ways to grow a business**
- **Business and organizational management based on innovation**
- **Effective project management**
- **Innovation in leadership and decision-making for team empowerment**
- **Global challenges and risks**



## TRAINER



### Natasa Loizou

Research Consultant in  
Strategic Planning &  
International Security  
Natasa Loizou Research &  
Consulting

Natasa Loizou holds a BA in Politics and International Relations (University of Kent), an MSc in International Security (University of Bristol), and specialization in Research Methods in Social Sciences (University of Bristol). She is a PhD candidate in Science and Technology Studies (FLACSO, Argentina), certified business trainer recognized by HRDA Cyprus, and researcher at Universidad Metropolitana para la Educación y el Trabajo (UMET, Argentina).

She has held senior administrative roles in the National Agency of Controlled Materials (ANMAC), Buenos Aires Province Government, Airport Police, Ministry of Defense, and CONICET (Argentina). She has lectured at public and private universities and authored publications in R&D management, security, arms control, and defense.

She is a research consultant offering innovative solutions, research, and certified training to businesses and organizations aiming to transform and develop their strategic and operational capacities in Europe and Latin America, with over 15 years of experience in public administration, international relations, defense, and security.

Το πρόγραμμα εγκρίθηκε από την ΑνΑΔ ως Ζωτικής Σημασίας. Οι επιχειρήσεις/οργανισμοί που συμμετέχουν με εργοδοτούμενούς τους, οι οποίοι ικανοποιούν τις προϋποθέσεις της ΑνΑΔ, θα τύχουν της σχετικής επιχορήγησης.

