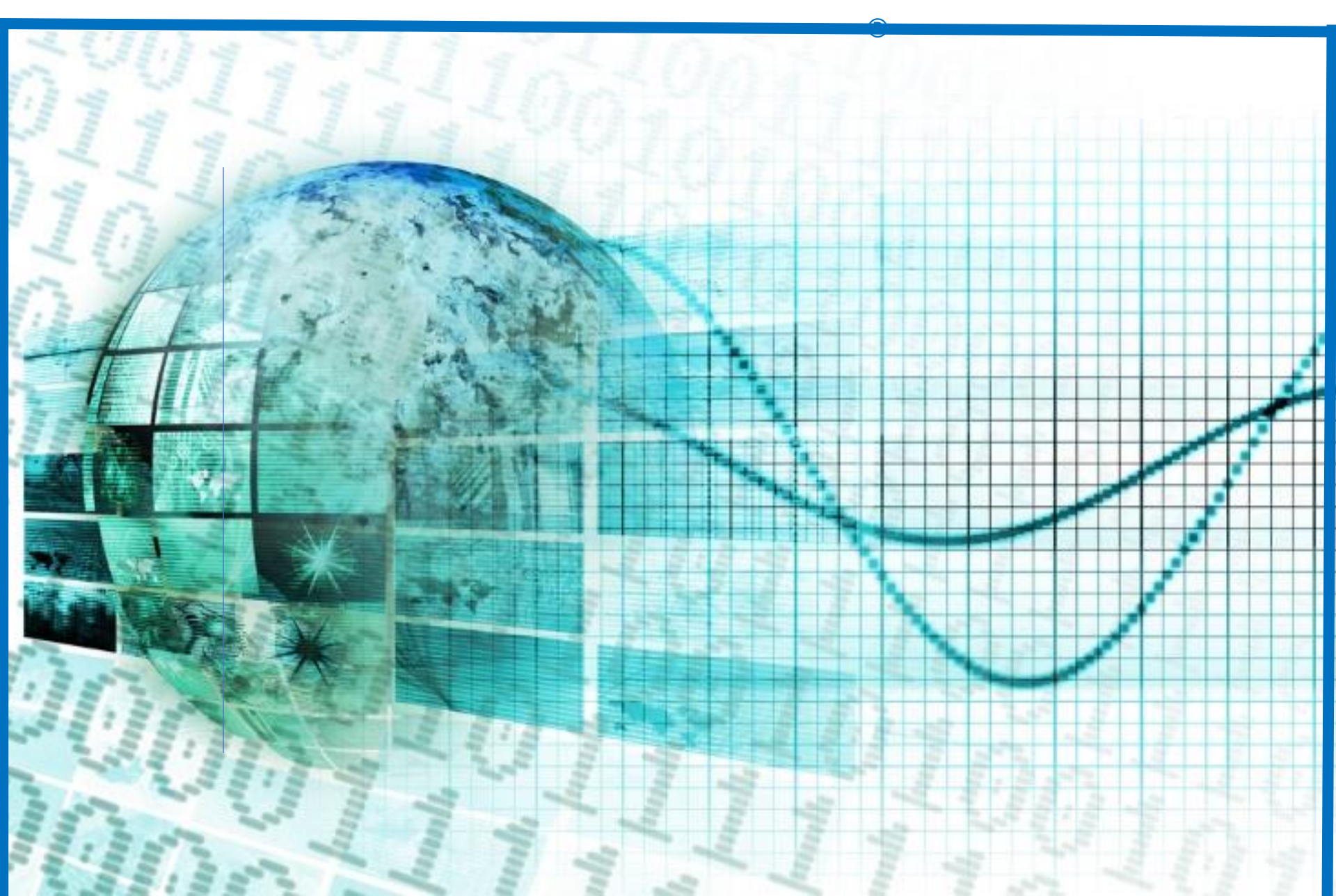


Innovation Management (IM) Certification

*Become a master innovator, at the heart of
your organization's innovation efforts*



Differentiate yourself with a world renown accreditation. Build your personal innovation management skills. Help to grow the capabilities and business of your organization and industry.

INNOVATI°N 360

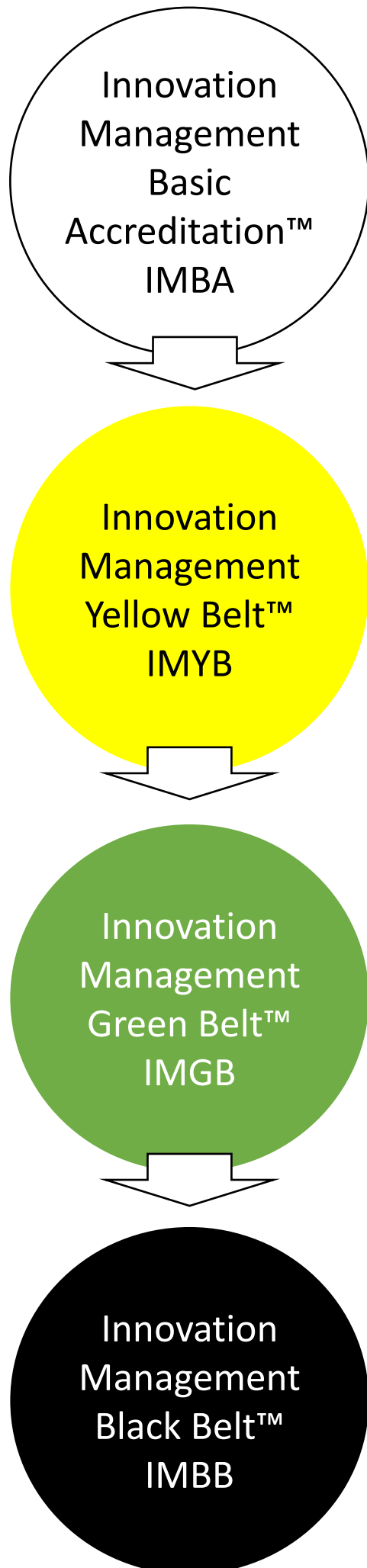
The Home of Innovation

www.innovation360.com

**NGen
AMP UP**
Accelerating Manufacturing
Productivity Upskilling Program

<https://www.ngen.ca/upskilling>

Introducing a 12-month accreditation program that will take you from Assessment to Innovation Mastery



Course 1: Assessment and Benchmarking of Innovation Management Capability

Over a 3 day course, delivered live on-line, participants are given an introduction to the core Innovation Management framework, methodology and language for assessing, measuring and identifying tangible improvement recommendations. The course discusses the underlying aspects and measurement of end to end innovation management. It deals with assessing strategy, culture, leadership and capabilities for innovation using our proprietary toolset and InnoSurvey®, the world's largest innovation management database.

Course 2: Ideation and Change Management

This two day virtual course introduces Ideation (i.e., identification, selection, development and commercialization) and change management concepts. Participants are trained on Ideation360, our ideation platform, and discuss further application of the I360 framework in organizational design and change management. The course also introduces the importance of understanding and matching the innovation competencies of each organization to its aspirations. Additional tools are added to participants toolkits including our Competence Analyzer, Ideation Campaign Tools and advanced analytics

Course 3: Introduction to Innovation Management Strategy

Participants address strategic perspectives in a two day virtual course, with the introduction and dialogue around quantitative and qualitative analysis, measuring ongoing performance and compliance. Additional concepts are introduced including new ISO56000 guidance and its measurement and use in practice. The concepts linking culture mapping and innovation strategy, and stakeholder management are all introduced. New tools are added including virtual PESTLED, Scenario Planning, Culture Mapping, and ISO Readiness testing.

Course 4: Thought Leadership and Business Transformation

The final course addresses in-depth innovation management analysis and mastering advanced assessments. In a virtual session, participants discuss the challenges of running large-scale assignments, quantitative and qualitative analysis, from analytics to implementation and the core dimensions of governing innovation and business transformation. Once again the tool kit is expanded to include advanced AI analytics, mega polls, and business transformation canvases. With the completion of the final two days of courses, and the submission of 2 cases and an online exam, an IMBB certification is awarded. Black Belts become part of a global community and are invited to I360's annual BB Summit.

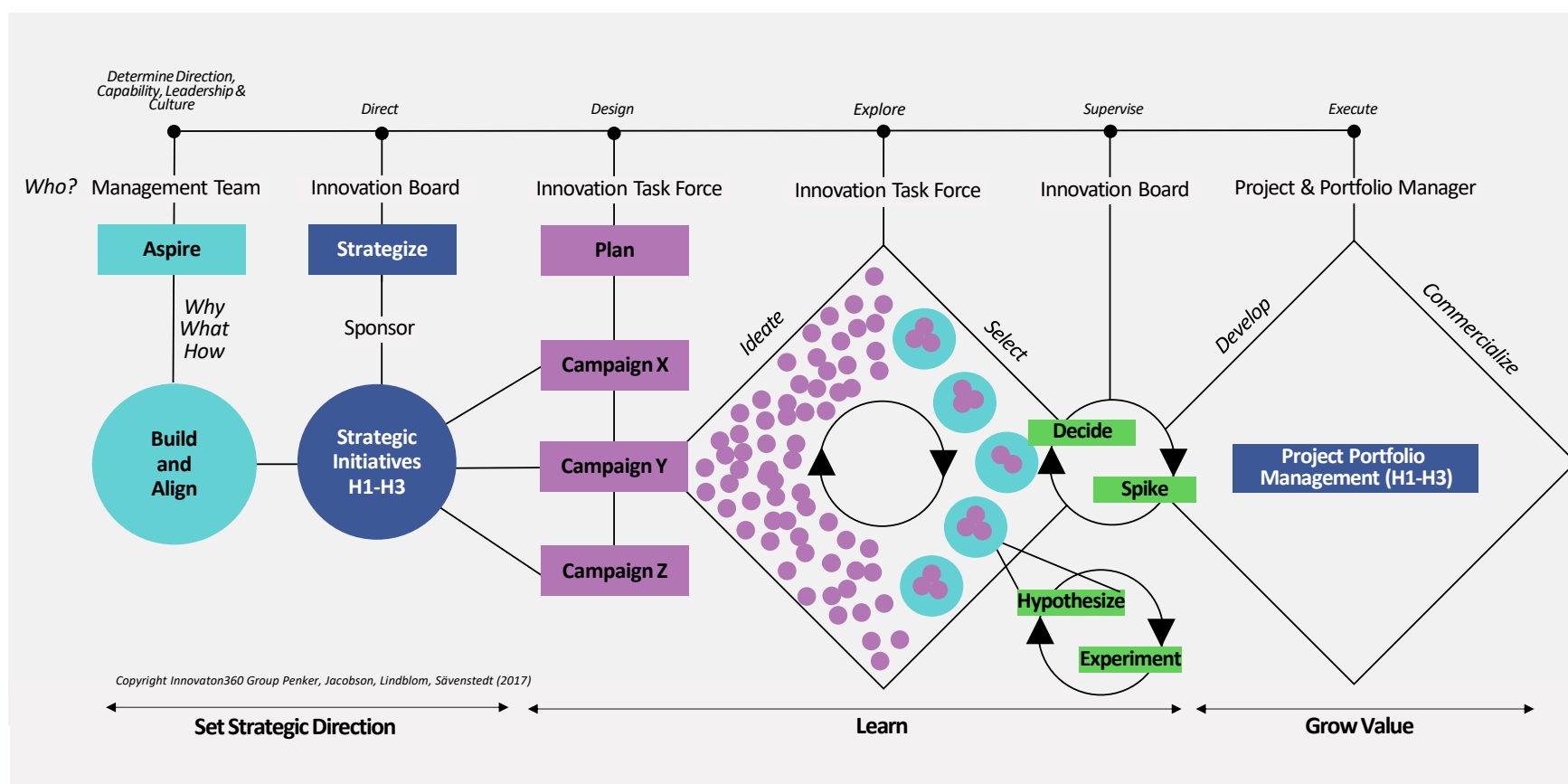
[More information at: https://licensed.innovation360.com/](https://licensed.innovation360.com/)

Benefits for Participants and their Organizations

- Earn an internationally recognized innovation management certification.
- Improve growth trajectory for your organization.
- Enhance industry insights, compare and contrast performance with leading innovators.
- Access world class tools including sophisticated “Sherlock” AI analytics to accelerate innovation efforts (e.g., market assessment, scenario planning, ideation, change management) and Ideation360, our proprietary ideation platform.
- Introduce a common innovation language and a structured approach to innovation across the enterprise.
- Become part of a growing community of innovation professionals in organizations, academic institutions and business advisors located all over the world.
- Learn in a collaborate environment with a group of your peers.
- Access Innovation360 professional support, available to participants between sessions.

A Rigorous and Structured Approach

- State-of-the art methodology reflecting a deep understanding of innovation from aspiration to commercialization including strategy, governance, culture, ideation and product development.
- Hard data and benchmarks by industry, geography, innovation capability and others drawn from quantitative and qualitative information from 5,000+ organizations across 105 countries.



How does the IM Certification work?

- 12-month program, including 4 courses totaling 9 days of live instruction, with a group of at least 8 participants, delivered virtually with comprehensive supporting materials, cases and tools by seasoned practitioners (see NGEN website to submit your training plan for approval).
- NGEN has negotiated a special rate of \$20,000 for its members and offers financial support up to 50% for those who qualify. Program cost could therefore be as low as \$10,000 per participant for all four courses as a package.
- Successful participants are awarded the internationally recognized IMBB designation.

A World Class Framework for Master Innovators

At the Core of the course is The Wheel of Innovation®

As a starting point, sixty-six capabilities are measured using InnoSurvey®. The *Wheel of Innovation*® breaks down results into 16 aspects and provides manageable insights that improve innovation capability in areas such as offer, sales, organization and market. Participants gain a comprehensive understanding the complexities of the underlying model and how an assessment of capability is completed as the focus of the first course.

Each of the 4 courses add depth of understanding of innovation management, and each introduces new tools for use by participants. As the courses progress, participants engage with a new network of professionals and focus on change and cultural elements along with more sophisticated analyzes, both quantitative and qualitative. These include diversity, adaptability, market openness and other organizational elements.

The yellow course focuses on ideation, Green introduces the strategic elements of innovation and introduces tools to enable that effort. Finally, Black provides the ultimate set of tools to enable mastery of core IM principles and the use of more complex analytics, etc.

Master Innovators gain comprehensive insight into innovation management

Market Innovation

How external resources are used in an open, co-creation process to achieve a larger accessible market through building value networks and growing the total market.

Organization Innovation

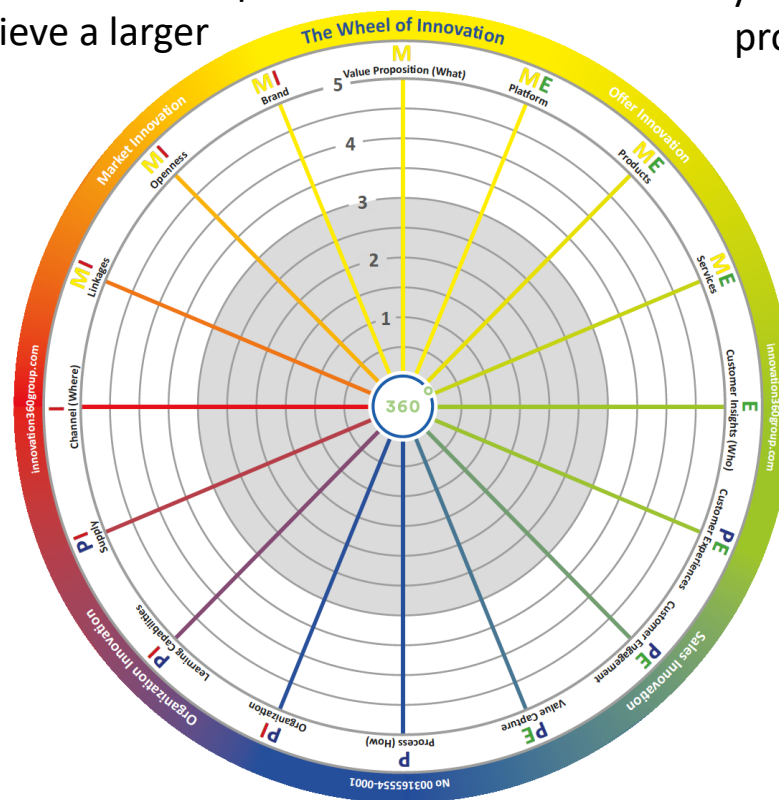
Where organizational innovation takes place. creating superior structural capital and knowledge processes and a host of suppliers.

Offer Innovation

Where you have a structured innovation processes organized in platforms for products or services lifetime and documentation management.

Sales Innovation

Where you create something new and exciting based on customer insights. This drives sales and loyalty, generating recurring revenue and high lifetime value.



The Wheel of Innovation, Sawhney, Wolcott, and Arroniz (2006). Penker (2008-2011)

Linking innovation investment to value is easier when organizations know where to look. While each organization's profile is unique, we have worked with organizations all over the world to address challenges in market, offer, organization and sales innovation.

INNOVATI°N 360

Stockholm New York Toronto Sydney

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