

## Certified Innovation Professional (CInP)

### Day 1: Foundations of Innovation & Innovation Strategy

**Objective:** Establish a clear understanding of innovation and how it aligns with business strategy.

#### Session 1: Introduction to Innovation

Definitions: innovation vs. invention

Types of innovation (product, process, service, business model)

Innovation maturity and readiness assessments

#### Session 2: Building an Innovation Strategy

Strategic alignment with corporate goals

Innovation mission and KPIs

Horizon planning (H1, H2, H3 model)

#### Session 3: Innovation Governance & Culture

Creating a culture of experimentation

Leadership roles in innovation

Governance structures and resource allocation

### Day 2: Creative Thinking & Idea Generation Techniques

**Objective:** Learn and apply proven techniques for generating and refining innovative ideas.

#### Session 1: Creativity and Divergent Thinking

Barriers to creativity

Cognitive biases in innovation

Personal creativity assessment

#### Session 2: Idea Generation Tools

Brainstorming, SCAMPER, TRIZ

Mind mapping and random input techniques

Open innovation and crowdsourcing

#### Session 3: Idea Selection and Prioritization

Idea screening frameworks (ICE, RICE, MoSCoW)

Feasibility, desirability, and viability filters

Portfolio management

### Day 3: Design Thinking for Innovation

**Objective:** Apply the design thinking process to uncover user needs and develop solutions.

#### Session 1: Introduction to Design Thinking

Human-centered innovation

The 5-stage process: Empathize, Define, Ideate, Prototype, Test

#### Session 2: Empathy and Problem Framing

User research techniques: interviews, empathy maps, personas

Defining real problems through insights

#### Session 3: Prototyping and Testing Ideas

Creating low-fidelity prototypes (paper, digital, role-play)

Gathering feedback and iterating

### Day 4: Business Model Innovation & Value Proposition Design

**Objective:** Learn how to build scalable innovation through business model innovation.

#### Session 1: Business Model Canvas (BMC)

Understanding the 9 building blocks

Examples of disruptive business models

#### Session 2: Value Proposition Design

Customer jobs, pains, and gains

Crafting value propositions that resonate

Testing and validating assumptions

#### Session 3: Innovation Economics and ROI

Funding innovation

Innovation metrics and KPIs

Balancing innovation risk and return

## **Day 5: Leading Innovation & Implementation**

**Objective:** Develop skills to lead innovation projects and sustain innovation programs.

### **Session 1:** Innovation Project Management

Stage-Gate and Lean Startup approaches

Agile vs. traditional project management in innovation

Piloting and scaling innovation

### **Session 2:** Leading Innovation Teams

Building cross-functional teams

Creating psychological safety

Managing resistance to change

- 

