

# Innovation360 Licensed Practitioner Update - June

[Campaign Preview](#)

[HTML Source](#)

[Plain-Text Email](#)

[Details](#)

## INNOVATI<sup>°</sup>N 360



## What you need to know in June

- [Taking the Lead in Global Innovation](#)
- [Critical Update! An Upgrade to the Formal Accreditation System](#)
- [Webinar: How to Win New Clients at Your Own Innovation Circle](#)
- [Special 50% Discount Offer for Webinar Attendees!](#)
- [Innovation360 Goes to the United Nations](#)
- [You Are Invited to a World Class Press Conference](#)

- [YOU ARE INVITED TO A WORLD-CLASS PRESS CONFERENCE](#)
  - [New Graduates and Upcoming Events in Accreditation](#)
- 

# Taking the Lead in Global Innovation

Innovation360 Licensed Practitioners all around the world are conducting innovative work on issues that matter. Here's a look at what the community is doing.

**Humber College in Toronto**, pictured at the top of this newsletter, has built its own Innovation Center led by the Dean Dr. Darren Lawless and **Yellow Belt Dr. Ginger Grant**, Associate Dean of Applied Research and Innovation. Dr. Grant's growing list of Licensed Practitioners on staff includes **Yellow Belt Raeshelle Morris and Jennifer Larson** at the Basic level. In addition, Licensed Practitioner Jeremy Staples consults for Humber College.

We welcome Humber College as a key partner and stakeholder in innovation!

## Innovation Connectivity Across Canada

**Gerry Purcell**, Managing Director of Innovation360 Canada, is developing [the Growkomp model](#) of regional innovation connectivity to commercial sectors across Canada., including manufacturing, finance, retail. and more.

## Regional Development in Northern Ireland

**Green Belt Dr. Kelly Clark** is launching a major innovation project for local businesses in partnership with the government of Northern Ireland. She is using the [InnovationIQ](#) as part of her work.

We'd also like to congratulate Dr. Clark for her nomination to the ISO working committee, representing the UK for "Innovation management: tools and methods for innovation measurements and metrics". She is joined by **Licensed Practitioner Eoin Flavin** from Ireland who is now part of the ISO working committee and also recently took part at the Stockholm ISO working group in May.

## Expansion in Southeast Asia

**Green Belt Dr. Siti Rohani Md.Yusof** has been instrumental in our work throughout the region in and around Malaysia, including our largest group accreditation ever in Kuala Lumpur.

Congratulations to all on your hard work!

Our global community of innovation management consultants is growing rapidly, and we look forward to many exciting developments in the months ahead.

[Learn more about certification levels](#)

---

## Critical Update! An Upgrade to the Formal Accreditation System



As a Licensed Practitioner in the Innovation360 methodology and tools, you may have already seen how valuable they are in delivering on a client's innovation aspirations and guiding them towards an innovation culture that consistently performs. That's why we are striving to build the world's largest community of innovation management professionals and equipping them with whatever they need to help clients on any size.

The big news is that now we've upgraded and trademarked our certification levels to bring them more in line with equivalent professional certifications in the international marketplace.

As part of that overhaul, we've been making some refinements like formalizing the titles and descriptions. We are also creating a library of information-rich assets you can use in your practice.

Take a look at the new breakdown of the Innovation360 Licensed Practitioner journey, from basic introduction to mastery, with a summary of benefits at each level.

Starting June 7, please be sure to format your certification as detailed below and add the new certifications to your profile. Reach out to your key account manager if you have any questions.

### **IMBA Innovation Management Basic Accreditation™**

This gives you access to the leading ISO compliant innovation methodology, The Innovation Analytics Tool InnoSurvey® for assessing the aspiration (strategy) and the ability (culture,

leadership, and capabilities) of an organization's innovation management and how well they are correlated and aligned across borders. Also includes access to the world's largest innovation management database with aspiration and ability data from +5000 companies in 105 countries, plus templates and support for building your business with the Innovation Circle.

### **IMYB-- Innovation Management Yellow Belt™**

This level opens access to the resale and implementation of the leading AI-enabled Ideation Management Solution ideation360, the Competency Analyzer (the second part in assessing organizational abilities) and advanced design methods for adopting and implementing an Innovation Management Systems that supports the client's aspiration based on their abilities (leadership, capabilities, culture and competence). Training on leading organizational design and transformation.

### **IMGB Innovation Management Green Belt™**

This comprehensive accreditation includes access to the scenario and global key driver tool PESTLED360 for a full external analysis, Interviewing360 for in-depth qualitative analysis (to be combined with the qualitative analysis carving out very tangible recommendations, challenging and boosting the client's strategy), the culture mapping canvas, and the facility for fully linking culture to innovation. The Green Belt is more in-depth and reasoning-based, giving you access to tools only available to a small percentage of the world's innovation experts.

### **IMBB Innovation Management Black Belt™**

This expert level certification opens access to Sherlock, the leading AI engine for innovation management analytics. Also includes Mega Polls, Transformation canvas support, and private Black Belt camps. Master Black Belt 2nd Dan grants you membership to the faculty and the ability to run accreditations. The Black Belt is earned after two cases that are graded by our faculty team, and one online exam. This is the most prestigious accreditation level for Innovation Management, internationally recognized with alumni in the absolute top tier of consultants in the world, read [more about the Black Belt here](#).

### **Look for a Large Scale Partner Program Coming This Fall...**

Later this year, we will announce our new corporate partner program. We will offer special access to the Innovation360 Partner Logotype, and tools for boutique consultant houses and large consultancy firms that have at least two Licensed Practitioners with 2 years of experience in the company. We will offer two levels, Certified Silver Partner Certified Gold Partner, based on their commitment and level of accreditation. Look for details on these innovative programs in the months ahead.

**Tell me more about the new levels**





## **Webinar: How to Win New Clients at Your Own Innovation Circle**

Every Innovation360 Licensed Practitioner who has graduated from basic training is eligible to organize and run their own Innovation Circle!

An Innovation Circle is private event where you bring together organization leaders to review actionable insights from their own personalized InnoSurvey® results. It can be as small as 20 participants at a 2-hour workshop, or as grand as scores of leaders at a full-day conference. This has proven to be an incredibly powerful way to raise awareness, make new contacts, strengthen your reputation, and engage local businesses in thinking deeply about innovation.

Our research shows that on average one in five (20%!) of Innovation Circle attendees will convert to clients within 12 months. On June 17, we'd like to invite you to join us for an exclusive webinar - open only to Licensed Practitioners and candidates - on how to organize, promote, run and follow up on your own Innovation Circle.

We will cover the elements of success with Innovation Circles, including:

- How to contact and secure an event sponsor

- Sample invitation letters for prospects and contacts
- LinkedIn reach-out posts and connection suggestions
- How to follow up and close the sale

Sign up for this webinar to immediately start bringing in new business, building your skill set and making innovation a priority in your community.

**What:** How to succeed in running Innovation Circles as a Licensed Practitioner

**When:** Monday, June 17th at 9 am Eastern Time. (GMT - 5)

Click the button below to learn more and register.

[Sign me up for the webinar!](#)

---

## **Special 50% Discount Offer for Webinar Attendees!**

As a special incentive to help you get started with an innovation circle, we are offering all Licensed Practitioners who attend the webinar a 50% off discount on all polls purchased during the week of the June 17 only!

These polls must be used for an Innovation Circle on or before October 31st, 2019. There's no time to waste. Sign up for the webinar today and look forward to a stronger presence in your market.

Contact your Key Account Managers Julia Doria or Alan Ashok for details and to claim your offer.

[Claim my 50% offer!](#)



Planning &amp; Execution



Magnus Penker and Johannes Jarl at the United Nations Foundation in New York

## Innovation360 Goes to the United Nations

As part of the Fix the Planet initiative, Innovation360 CEO Magnus Penker and US Director Johannes Jarl met with Rochelle Atizado, Senior Manager of Public Affairs & Communications, and Susan Myers, Senior Vice President, at the United Nations Foundation. They discussed presenting our data and findings before the UN's Climate Action Summit on September 23.

[Fix the Planet](#) is a joint effort with ideation360 and the Licensed Practitioner community. It brought in thousands of visitors from 65 countries and collected their ideas on four of the UN's Sustainable Development Goals (SDGs). As a result of the work on the Fix the Planet website, we have been able to extend the reach of ideation360.com with the market's first ideation plug-in for WordPress!

Our new plug-in makes it possible to generate beautiful landing pages and customize external interfaces with ideation360.

Analysis and clustering of those ideas is now being conducted by Innovation360 Canada's Managing Director Gerry Purcell, in association with Licensed Practitioners AJ Kennedy, Susan Wright, Wayne Savory, and Alaine Meloche.

---

## You Are Invited to a World-Class Press Conference

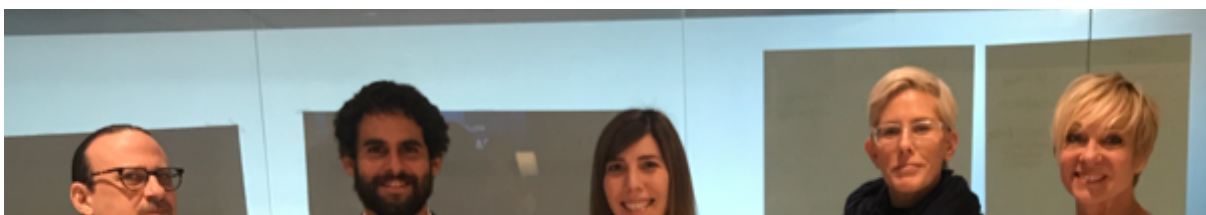
The results of the Fix the Planet initiative and a full idea report will be announced at press conference on Wednesday, June 19, at 10 a.m. Eastern Time (GMT - 5) inside the new Innovation Lab at SAP Next-Gen, in the eco-friendly development of Hudson Yards in New York.

If you are a Licensed Practitioners who will be in the New York City area on June 19 and would like to attend the press conference, please contact Julia Doria for details and availability.

Even if you can't be there in person, be sure to tune in to our social channels on June 19 for live updates as they happen and share the excitement of this achievement.

I'd like to attend the press conference!

---





Congratulations to our latest graduates of Licensed Practitioner training in New York!  
Mark Tweedy, Eduardo Lopez, Jennifer Larson, and Sasha Viasasha with Instructor  
Susan Wright

## **New Graduates and Upcoming Events in Accreditation**

The following accreditations are scheduled for Stockholm and New York City:

**Basic Accreditation** in [New York City, June 12 - 14](#)

**Basic Accreditation** in [Stockholm, June 24 - 26](#)

**Yellow Belt Training** in [Stockholm, June 27 - 28](#)

**Green Belt Training** in [Stockholm, August 22 - 23](#)

**Black Belt Training** in [Stockholm, August 26 - 27](#)

**Basic Accreditation** in [Stockholm, September 2 - 4](#)

**Yellow Belt Training** in [Stockholm, September 5 - 6](#)

**Basic Accreditation** in [New York City, September 16 - 18](#)

**Yellow Belt Training** in [New York City, September 19 - 20](#)

**Basic Accreditation** in [Stockholm, October 8 - 10](#)

**Green Belt Training** in [New York City, October 15 - 16](#)

**Black Belt Training** in [New York City, October 17 - 18](#)

Sign Up for Training



*Look for the next Innovation360 Licensed Practitioner Update coming to your inbox in August! Happy Summer Holiday!*

*Copyright © 2019 Innovation360 Group AB, All rights reserved.*

You are receiving this e-mail because you have applied for becoming an licensed practitioner, or because you are accredited as licensed practitioner, at Innovation 360 Group.

**Our mailing address is:**

Innovation360 Group AB  
900 Third Avenue,  
29th Floor  
New York, NY 10022

[Add us to your address book](#)

[unsubscribe from this list](#) [update subscription preferences](#)

