

INNOVATI^oN 360

**Gain mastery, advanced tools and
recognition as an innovation expert:
Yellow, Green and Black Belt Grading**

- Deepen your knowledge of innovation management methodologies
- Gain access to the full suite of Innovation360 tools and solutions
- Join a global community of experts and innovation thought leaders
- Consistently deliver world-class value to your clients



"The ongoing journey with Innovation360 team is both rigorous and invigorating. Without a doubt, it has greatly assisted me to fast track my vision of developing a best practice strategy and innovation advisory firm. You don't travel to Europe and the US from the other side of the world seven times in 18 months unless the research and project are clearly world-class and the support first-rate."

Peter Glasheen, Australia

IMBB Innovation Management Black Belt™



"I work in the Gulf region, one of the most dynamic regions in the world. By getting accredited as an Innovation360 licensed practitioner, I have been able to leverage my network and past experiences in a very comprehensive way. I am a proud part of Innovation360's movement connecting the world's leading innovation experts who are solving the great grand challenges of our time."

Khaled Adas, Saudi & UAE

IMGB Innovation Management Green Belt™

90% of executives recognize that innovation is critical for growth, but just **6%** say their innovation efforts are working. The result is a massive demand for innovation experts who can deliver real results.

The market for digital transformation is on track to grow beyond **\$2.2 trillion** by 2025. Organizations of all sizes need innovation leaders with the tools and the framework to make the latest technologies work for them.

Innovation360 has condensed decades of academic research on innovation along with data from more than **5,000 companies** in **105 countries** to create customized, precision insights for each and every client.

INNOVATION 360

IMYB Innovation Management Yellow Belt™, 2 days

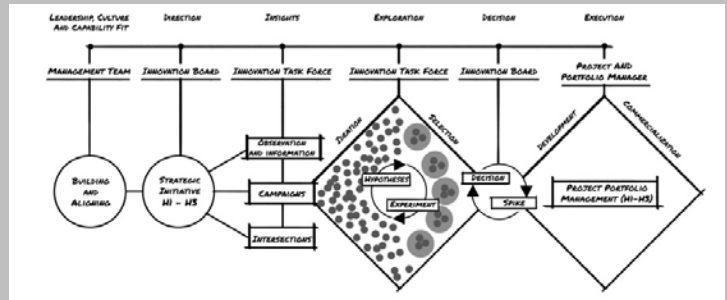
Prep Work:

Theory:

Selected reading

Practice:

Setting up an Ideation360® account for ideations



Day 1: 08.00 am – 6.00 pm (lunch & dinner included)

Day 2: 08:00 am – 2:30 pm (lunch included)

Organizational Design, Implementation and Change

- Organizational design for implementing change and sustainable ideation with innovation centers
- Innovation360 best practices on Governance, Process and Organization
- Coaching for Radical Innovation
- How to apply a range of techniques when innovating in strategic uncertainty
- Capabilities vs Competencies: Using the Competence Survey to assess underlying competence gaps



Introduction to ideation360: the world's top ideation platform and idea management system

- Collecting, managing and collaborating on ideas, internally and externally
- Deploy mobile apps for collecting ideas anywhere, any time
- How to use, market and resell ideation360
- Cluster ideas, form hypotheses and experiment with innovation

Using, implementing, coaching & linking ideation360 to innovation management and strategic initiatives

- Setting up innovation centers and innovation hackathons
- How to succeed with a campaign
- Set up a competence survey and a complete test loop
- An action pack to kick-start your sales

Summary of benefits and tools

As your clients begin to see results from Innovation360 methods, they will need even more help in transforming into an engine of innovation. The Yellow Belt is your key to continuous innovation. With the Competency Analyzer, you will pinpoint areas for improvement with the great impact. You'll deploy ideation360, the leading platform for collecting, managing, selecting and collaborating on ideas from internal and external sources. As an authorized reseller of ideation360, you'll benefit from monthly recurring revenue. Prepare yourself to lead companies through organizational design and change, supported by advanced analytics, software, and best practices.

Tools: Competence Analyzer, Advanced Analytics, ideation360

ideation360

INNOVATI^oN 360

IMGB Innovation Management Green Belt™, 2 days

Trainer Magnus Penker

Prep Work:

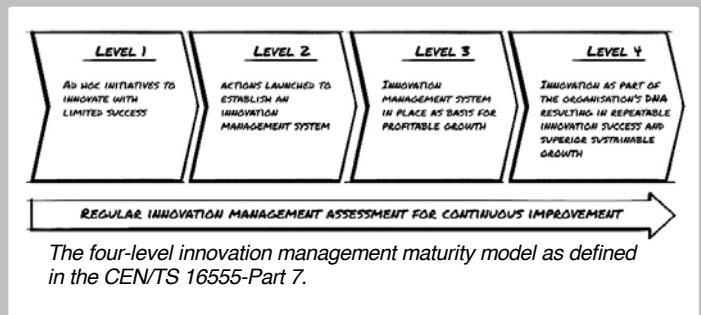
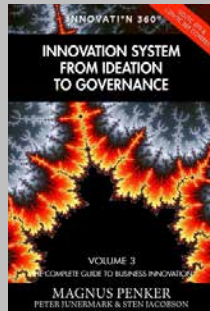
Theory:

Selected reading

Practice:

Setting up an Ideation360®

Account for ideations



Day 1: 08.00 am – 6:00 pm (lunch & dinner included)

Day 2: 08.00 am – 2:30 pm (lunch included)

Sales and Marketing

- Sales and offers, work on your sales pitch per quadrant in the wheel of innovation
- How to use event polls to drive sales meetings
- Pricing and Stakeholder Management with Interviewing360 (launching 2020)

The Art of Assessment

- Cultural analysis and mapping
- Designing the innovation assessment for complex organizations, groups, levels, aggregations
- Preparation and cascading techniques
- Re-assessment and how to stay relevant with the client
- Linking quantitative and qualitative analysis

The Art of Innovation Management

- KPIs, Metrics and InnovationIQ – Strategic, Tactical, Operational
- The execution part of the innovation system: Handling spikes and portfolio management

The Art of the Handling the Unknown

- Paradigms and Decision making - how to stay unbiased
- Techniques for training organizations in accepting and learning from failure
- PESTLED 360 - the leading expert tool for analyzing and assessing global key drivers

ISO, Templates and Tools

- ISO 56000 Training, Templates, and Methods



Summary of benefits and tools

As your mastery grows, your client list will expand dramatically and you will gain a reputation for handling the most complex innovation challenges. As a trusted strategic advisor, you will handle periodic re-assessments to track progress with a dashboard of metrics, KPIs, and the InnovationIQ score. PESTLED360 will clearly identify key environmental drivers that will impact the client in the days and months ahead. Interviewing360 will help you manage stakeholders and find the data you need to make more accurate recommendations. The culture mapping canvas will link culture, competencies, and capabilities to strategy.

Tools: Culture mapping canvas, InnovationIQ, PESTLED360, Interviewing360 (2020)



INNOVATION 360

IMBB Innovation Management Black Belt™, 2 days Trainer Magnus Penker

Prep Work:

Theory:

Selected reading

Practice:

2 Client cases to be reviewed



Day 1: 08.00 am – 6.00 pm (lunch & dinner included)

Day 2: 08.00 AM – 2.30 PM (lunch included)

The Art of Commercialization

- Business Model Innovation
- Ideation for commercialization: Global and local initiatives
- Operational Models and KPIs

The Art of Leadership for innovation

- Setting up transformation programs: Cascading, Ambassadors, Coaching for results
- Assess, Re-Assess, Dashboards
- Methods for linking innovation management with leadership, higher purpose and diversity

The Art of Organizational Design

- In-depth learning in organizational design and change management for innovation
- Digitalization, Big Data and Artificial Intelligence – Linking to technology
- Creating Eco System Innovation: Smart Cities, Vision for Countries and Cities, Industry 4.0

Access to and training on the self-learning AI for Innovation Management, 'Sherlock'

Contract Management and dealing with large accounts

Preparation for the online exam and filing 2 cases to earn the black belt

Access to case studies of clients (under NDA)



Summary of benefits and tools

The pinnacle of achievement in Innovation360, the Black Belt represents full mastery of the tools and methodology. At this level, you will oversee contract negotiations for the largest-scale assignments and govern business transformation. You'll conduct in-depth management analysis and apply the principles of ecosystem innovation. This opens up a new slate of templates and checklists as you gain global recognition as an expert in innovation management. You'll attend exclusive annual innovation summits, designed exclusively for Black Belts, where leading minds come together and the methodology is further developed. At 2nd Dan, you can apply to join the faculty and train the next generation of innovation experts.

Tools: Mega polls, Business Transformation Canvas, Large account templates, Sherlock - the world's leading innovation AI and analytics engine

INNOVATI^oN 360

Find out when and where the next accreditation will be scheduled in your area

Locations and Dates

Accreditations are scheduled periodically throughout the year.
Visit Events at licensed.innovation360.com for the schedule.

Stockholm



New York



Toronto



Details

Contact us for pricing details.

Payments accepted by
invoice or credit card.



All fees must be paid in full prior to the start of accreditation of belt grading.

Prices include seating fee which is non-refundable if training dates must be rescheduled.

Join a pre-scheduled open accreditation or arrange a customized, on-site accreditations globally.



Innovation360 Faculty



Magnus Penker
CEO



Peter Glasheen



Sofie Lindblom



Peet Van Biljon



Sten Jacobson

INNOVATION360 GROUP INC / AB | www.innovation360.com | info@innovation360.se

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How Can Companies Become Certified Partners?

Consulting firms of all sizes, from enterprises to boutique, are now able to partner with Innovation360 for special pre-sales support, special pricing for polls, use of the Innovation360 partner logotype, access to Innovation360 thought leaders for Innovation Circles, and many other benefits.

Companies that have been in business for at least 2 years and have at least 2 Licensed Practitioners on staff can qualify to apply for Silver or Gold Partners in our network.

SILVER PARTNER Boutique Large Consultancy firms	GOLD PARTNER Boutique Large Consultancy firms
 Core Benefit <ul style="list-style-type: none">• Silver Partner Logotype Pre-Sales Support• Sales Templates with the Partner logotype• Innovation Circles with Innovation360 thought leaders present in person• Advanced Negotiation Service: Pricing, Compliance, Concept• Joint Offerings Business Model <ul style="list-style-type: none">• Established 2 years ago• Minimum of 2 LPs employed with valid license• 50% Sales Bonus Reselling tools to clients (Ideation360, Execution360 etc)• Only LPs are entitled to use the tools & methods• Expenses recovered when running Innovation Circles	 Core Benefit <ul style="list-style-type: none">• Gold Partner Logotype• Featured on Innovation360 web as Gold Partner• Official InnovationIQ Assessor• Only LPs are entitled to use the tools & methods Business Model <ul style="list-style-type: none">• Established 2 years ago• Minimum of 2 employed LPs with a valid license and Yellow Belt or higher• Access to Poll Packaged, 10 Polls (valid 12 month)

INNOVATI°N 360

Global Thought Leadership

Why do some companies succeed, again and again, while others can never replicate an initial success, or fail entirely despite a very promising concept?

Is it luck, timing or strategy?

After working to turn around and scale up a number of companies, Innovation360 CEO and founder Magnus Penker became curious about why some companies are able to innovate consistently while others fail. Following businesses into the rabbit hole to answer these questions became his life's guiding mission.

Based on the best academic research and applied science, Magnus built an innovation framework to assess and measure innovation capabilities across an organization. Using this framework, Innovation360 has gathered data from companies on every continent, from entrepreneurial scale-ups to the largest exchange-traded funds.

Today, Innovation360's InnoSurvey® draws insights from the world's most comprehensive database of innovation projects, now including more than 5000 companies in 105 countries.

These insights into the fundamental nature of innovation form the heart of the Innovation360 Group's methodology. Our patented analytic tool, InnoSurvey®, and the framework that supports it, are not just theoretical but immensely practical, allowing us to assess an organization's readiness for innovation, establish a baseline and recommend an innovation strategy supported by the organization's unique capability profile.

Successful innovators do not come up with market winning ideas by luck or inspiration. Innovation is a highly structured process that converts market needs into realities with a precise execution plan. That structure is what allows successful companies to innovate over and over again.

The science of innovation management is still in its infancy. Our accreditation program will prepare you not just to deliver full-scale transformation projects, but also to play a role in defining emerging global standards. The International Standards Organization (ISO) is in the process of creating guidelines for innovation management under ISO 56000. As members of the working committee crafting these standards, a team of Innovation360 Licensed Practitioners are taking the lead in shaping the future.

The grand challenges of our time will call upon all of our innovative potential, and require a shared language and methodology for working together.

We are excited to help lead the charge, and invite you to join us.

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About Magnus Penker CEO of Innovation360

Magnus Penker is a highly sought-after CEO, author and speaker on topics related to innovation management, artificial intelligence, digitization, and business transformation. He has presented his original concepts at prestigious global forums and events, such as the Global Peter Drucker Forum, top-ranked international business and design schools, and in front of executives at the world's largest enterprises. Among his published works, the Five-Volume Series, The Complete Guide to Business Innovation, provides a concentrated introduction to his research and approach to innovation management.

Business Worldwide Magazine recognized Magnus as the 'Most Innovative CEO Sweden 2016' and he was chosen as a Global Top 100 CEO by CEO Monthly in 2018. Under his leadership, the Innovation360 Group has led regional development projects and expanded from its headquarters in Stockholm, Sweden, to offices in New York City, Toronto and Chicago.

To prove the value of his insights and theories, Magnus has launched 10 start-ups and has acquired, turned around, and sold over 30 enterprises across Europe. Innovation360 has guided clients on every continent, from entrepreneurial scale-ups to the largest exchange-traded funds and global 100 firms.

On a mission to establish a reliable innovation pipeline for sustainable growth and profits, Magnus continues to travel the globe delving deeper into the mechanics of bringing new ideas to life. He demonstrates how companies can experiment with radical innovation to extend their functional lifespan as long as possible, because every success means another company that can contribute to solving the world's greatest challenges.

The world is facing unprecedented threats to a sustainable future, with a need for powerful, original ideas to address issues such as access to clean water, better education, healthcare, an end to poverty, and smarter agriculture policies to support the growing population. The only way to solve these issues is through radical innovation and active experimentation.

It's clear that even though the world has never changed so much so quickly, it will never change this slowly again. Only a structured approach to radical innovation can help organizations operate at this speed and humanity reach its full potential.



“To be a world champion in anything, you must discover the source of your strength and then build on it. When its time to face competitors, an innovation strategy designed to highlight your own unique strengths will change the playing field.”

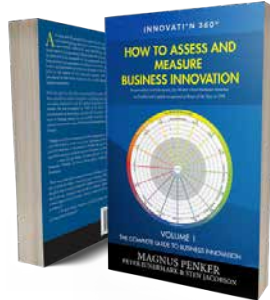
- Magnus Penker -

INNOVATI^oN 360

Recommended Reading and Viewing

Books

*How to Assess
and Measure
Business
Innovation*



<http://penker.com/books-magnus/>

Testimonials

From the 2nd Licensed Practitioner
In North America:
Black Belt John Saiz
<https://vimeo.com/194937052>

Blogs

How to Awaken Curiosity and Activate
Your Inner Anthropologist

<https://innovation360.com/how-to-awaken-curiosity-and-activate-your-inner-anthropologist/>

More at <https://innovation360.com/blog/>

Videos



What is Innovation
Management and
Why Is It Important?

<https://innovation360.com/60-minutes-innovation-management-magnus-penker/>

