

INNOVATI^oN 360

**Be accredited in the world's leading
methodology for innovation management**

Why Become an Innovation360 Licensed Practitioner?



Dana Shaddad, UAE
**IMYB Innovation
Management Yellow Belt™**

“For someone who has been in the innovation and entrepreneurship development space for nearly a decade, I can say there is absolutely nothing out there that resembles what Innovation360 has so beautifully developed. The framework and tools are accessible and tangible, and to make it more compelling Innovation360 backs it up with data from global innovators.”

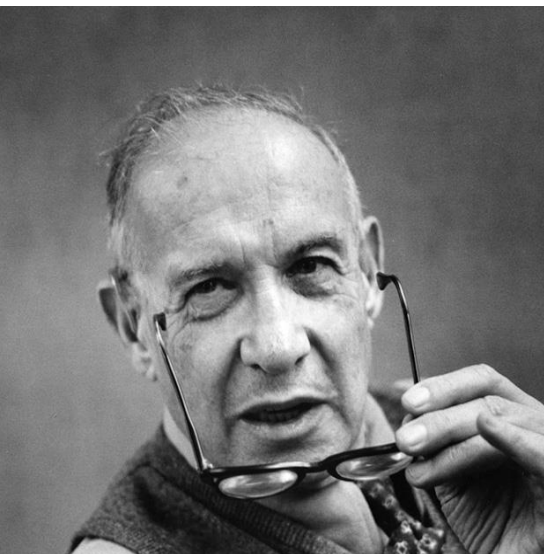
“After NASA, the next frontier for me is bringing innovation to organizations across the globe.”



John Saiz, US
Former NASA CTO
Fellow at Cambridge University
IMBB Innovation Management Black Belt™

“Cultivate a deep understanding of yourself – not only what your strengths and weaknesses are but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strengths can you achieve true excellence.”

- Peter F. Drucker -



INNOVATI°N 360

Who qualifies for Innovation360 Accreditation?

We've built a global ecosystem for innovation professionals:

- Independents
- Principals in boutique consulting firms
- Individual consultants and project leaders at the largest consulting firms
- Corporate innovation professionals

If you have at least 2 years of consulting experience and a passion for innovation, we encourage you to apply to interview for accreditation.

Key Decision Drivers and Benefits



A growing market

- High demand for innovation
- CEOs seeking better results
- Digitalization, Big Data, & AI
- Innovators are market leaders
- ISO standards in development



A global network

- A common language
- A common framework
- A common understanding
- Provide better insights with data from thousands of projects



Maximize value

- Digitize to handle more clients
- Templates, tools and experience
- Executive-level reporting
- Spend more time with clients, instead of handling paperwork



Metrics & benchmarks

- Measurable and trackable results
- Evidence-based and transparent
- Offer clients world-class reporting and organizational design for continuous radical innovation

INNOVATION 360

The Journey

3-day "Boot Camp"

IMBA-INNOVATION
MANAGEMENT
BASIC
ACCREDITATION™[®]



2-day Grading

IMYB-INNOVATION
MANAGEMENT
YELLOW BELT™[®]



2-day Grading

IMGB-INNOVATION
MANAGEMENT
GREEN BELT™[®]



2-day Grading

IMBB-INNOVATION
MANAGEMENT
BLACK BELT™[®]



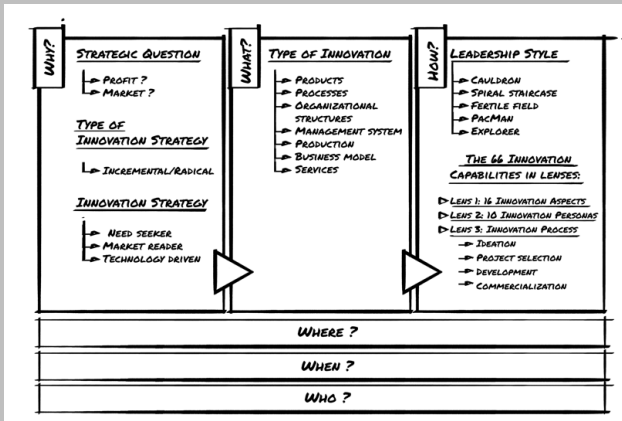
- Learn how to assess and measure capabilities, leadership and strategy
- How to present tangible recommendations to execs
- Run Innovation Circles for sales and leads
- Join the global network Licensed Practitioner
- 1 set of InnoSurvey® client questionnaires (known as a poll) valid for 3 months, to be used before or directly following accreditation
- Methodology and practice for leading organizational design and change
- Learn to resell and implement the leading SaaS ideation platform and mobile apps: ideation360
- Learn how to assess and close competence gaps with the competence analyser
- Advanced analytics
- Templates for key innovation techniques
- Enhance sales capacity
- Linking culture to innovation
- Access to PESTLED360 for key environmental drivers
- Access to Interviewing360 (launching 2020)
- Visualizing innovation maturity with metrics, KPIs, InnovationIQ, and dashboards
- Applying ISO 56000 Innovation Management in practice
- Canvas for culture mapping
- Master Innovation Management
- Quantitative, qualitative analysis with grounded theory
- Governance and canvas for business transformation
- Access to Sherlock, advanced AI for data analytics
- The ability to run Mega-Polls large scale assignments
- Apply ecosystem innovation
- Real client case study data (under NDA)
- Best practices dealing with the largest accounts
- Annual Black Belt Summits with leaders in innovation
- At 2nd Dan, join the faculty to teach and train others



- Access to the world's largest innovation database and analytics tool: InnoSurvey® - including data from +5,000 companies in 105 countries
- Consulting templates for Insights, Analysis, Design and Implementation
- Setting standards for upcoming ISO 56000: Innovation Management
- SaaS-based advanced survey engine in all major languages
- Cut 80% of your manual work—spend more time with your clients
- Insights from Sherlock, our own cutting-edge Innovation AI and analytics engine
- Evidence-based and research-backed recommendations
- Presence in all major regions on every continent through Licensed Practitioners
- Thought leadership, business development support, and personal branding
- Assistance presenting Innovation Circles, a powerful lead generation and branding event that has turned 20% of leads into clients within 12 months on average

INNOVATION 360

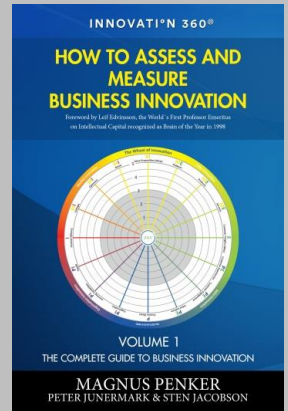
Start with the IMBA Innovation Management Basic Accreditation™[?]



Prep Work:

Theory: Read *How to Assess and Measure Business Innovation*

InnoSurvey® Assessment (optional): Before attending the accreditation, select a test client and set up a 360 degree innovation assessment



“Boot Camp” (3-day training with group work):

- Day 1: 08:00 am – 06:00 pm (lunch included)
- Day 2: 08:00 am – 06:00 pm (lunch & dinner included)
- Day 3: 08:00 am – 02:30 pm (lunch included)

- The Innovation360 Framework includes current thinking based on research and the best strategic, processing, leadership, and cultural practices within innovation
- Analyze your test case (optional) with the InnoSurvey®
- Use templates to craft custom presentations
- Prepare a professional innovation report with tangible recommendations for your test client case
- Learn how to implement an innovation system – hypothesis-based approach and business prototyping exercises
- Learn how to run interactive offline Innovation Circle events to generate business and build your personal brand



Aspect / Question	Capability	Min	Max	Mean	Star
Product (Market)	2.11	1.18	4.13/2.0	0.88/1.13	★
Platform	2.11	1.18	4.44/2.25	0.88/1.13	★
Production	2.11	1.18	2.89/2.25	1.51/1.25	★
Services	2.11	1.18	3.87/3.12	1.18/1.27	★
Customer Engagement	2.11	1.18	3.87/3.45	0.88/1.25	★
Customer Experience (Self)	1.11	1.18	2.58/2.25	1.09/1.25	★
Customer Experience (Other)	1.11	1.18	3.45/2.25	1.09/1.25	★
Value Engineer	1.11	1.18	4.02/3.45	0.87/1.25	★
Process (Self)	1.11	1.18	2.58/2.25	1.09/1.25	★
Organization	1.11	1.18	3.45/3.45	1.09/1.25	★
Learning Capabilities	1.11	1.18	3.45/3.45	1.09/1.25	★
Strategy	2.11	1.18	3.87/3.45	0.87/1.2	★
Channel (Market)	2.11	1.18	4.02/3.15	0.88/1.2	★
Linkages	1.11	1.18	3.51/2.2	1.09/1.25	★
Observance	1.11	1.18	2.89/2.25	1.17/1.2	★
Brand	2.11	1.18	3.88/3.55	0.87/1.24	★

InnoSurvey® Capability Analyzer

INNOVATI°N 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

INNOVATI°N 360

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	Business Model	Core Benefit	Business Model
<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	<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	<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	<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 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 a shared language and methodology for working together.

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

INNOVATI°N 360

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 -

INNOVATION 360

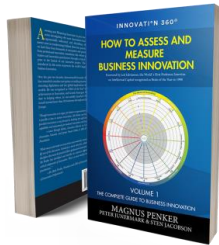
Recommended Reading and Viewing

Books

*How to Assess
and Measure*

Business

Innovation



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

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/>

Testimonials

From the 2nd Licensed Practitioner

In North America:

Black Belt John Saiz

<https://vimeo.com/194937052>

Videos



What is Innovation
Management and
Why Is It Important?

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

