

# INNOVATI<sup>o</sup>N 360

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

# INNOVATI<sup>o</sup>N 360

- Deepen your knowledge of innovation management methodologies
- Gain access to the full suite of Innovation360 tools and solutions
- Consistently deliver world-class value to your clients
- Unlock high value templates and tools for insights, analysis, design and implementation of innovation and growth



*"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™ (2<sup>nd</sup> Dan)



*" We were indulged by going deeper into the unshakable validity of the Innovation 360 data, innovation hashtag#science, and modeling. Brainy Me is delighted with the deep complexity of the work behind these approaches and Practical Me loves the focus on supporting each organization's unique aspirations. The next step becomes obvious, defensible, and doable: banishing painful 1-dimensional or ad-hoc approaches to innovation and building it right into the business model where it belongs."*

**Erin (Pink) Mosley, USA**

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.

# INNOVATI<sup>o</sup>N 360

## IMYB Innovation Management Yellow Belt™, 2 days

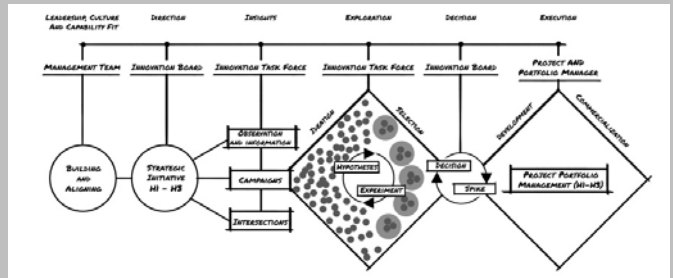
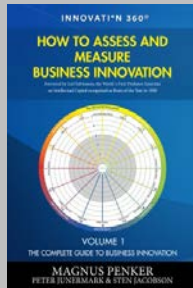
### Prep Work:

#### Theory:

Selected reading

#### Practice:

Setting up an Ideation360® account for ideation campaigns  
Setting up a Competence Survey



Day 1: 08.00 am – 6.00 pm (lunch included if in classroom)

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

### Organizational Design, Implementation and Change

- Innovation360 best practices on implementing an ISO compatible Innovation Management System: Metrics, Governance, Process and Organization
- Key principles of Organizational design for implementing change and sustainable ideation with innovation centers
- Coaching the need for a mindset on Radical Innovation
- How to apply a range of techniques when innovating in strategic uncertainty
- Capabilities vs Competencies
- Using customizable 'Competence Survey' to assess underlying competence gaps within the organization



### Introduction to Ideation Management Tools and ideation360: World's top ideation platform and idea management system

- Deploy the leading ideation platform - ideation360, for prototyping, open innovation, hackathons and idea campaigns
- Collecting, managing and collaborating on ideas, internally and externally
- A.I Cognitive Clustering of ideas, form hypotheses and experiment with innovation
- Campaign overview with Analytics & Reporting for portfolio management across 3-horizons
- How to set up instant contributions sites and follow up with innovation metrics

### 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. 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. With the Competency Analyzer, you will be able to pick key members for your innovation teams and find areas for improvement with great impact. 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<sup>o</sup>N 360

## IMGB Innovation Management Green Belt™, 2 days

Trainer Magnus Penker

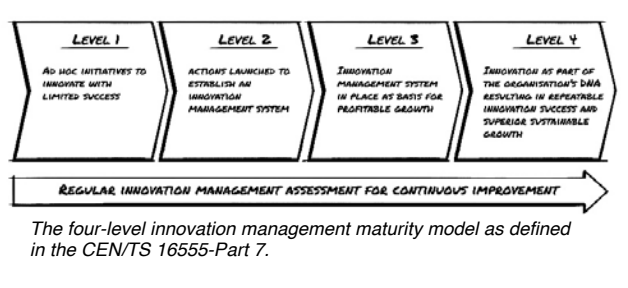
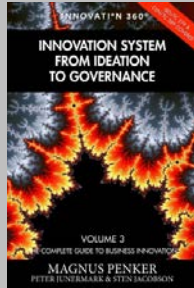
### Prep Work:

#### Theory:

Selected reading

#### Practice:

PESTLED360



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

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

### The Art of linking Strategy – Scenarios – Strategic Initiatives – Innovation

- Assessing and linking strategy with innovation and growth
- Assessing and linking culture with innovation and growth
- Using Scenarios360 and PESTLED360 mapping out key drivers and scenarios
- Carving out strategic initiatives from Key Drivers, Scenarios, and Strategy linking that to the innovation and growth agenda

### The Art of Assessment and Analysis of Innovation Capabilities

- 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 Innovation IQ

### 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

### ISO, Templates and Tools

- The ISO 56000 Standard
- ISO 56000 Readiness Assessment Tool, Training, Templates, and Methods



### Summary of benefits and online tools

As your innovation 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 InnovationIQ score. PESTLED360 and SCENARIOS360 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. The ISO 56000 Readiness test is a complementary lens to InnoSurvey®.

**Online Tools:** Culture mapping, ISO 56000 Readiness, InnovationIQ, PESTLED360, SCENARIOS360, ISO56000, Interviewing360 (2021)





# INNOVATI°N 360

## IMBB Innovation Management Black Belt™, 2 days

Trainer Magnus Penker

### Prep Work:

#### Theory:

Selected reading

#### Practice:

2 Client cases to be reviewed (can be done afterward as well)



**Day 1: 08.00 am – 6.00 pm (lunch if in classroom)**

**Day 2: 08.00 AM – 2.30 PM (lunch included if in classroom)**

### 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. As a 2<sup>nd</sup> Dan, you can apply to join the faculty and train the next generation of innovation experts.

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

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

## Locations and Dates

Accreditations are scheduled periodically throughout the year  
To know the dates visit us at <https://licensed.innovation360.com/events/>

### Stockholm



### New York



### Online



### Singapore



### Dubai



Contact us for details

Payments accepted by  
invoice or credit card.



- All fees must be paid in full prior to the start of accreditation program.
- Prices include seating fee which is non-refundable even if training dates are rescheduled.
- Join a pre-scheduled open accreditation or arrange a customized on-site accreditations globally.



## Innovation360 Faculty



Magnus Penker



Peter Glasheen



Johannes Jarl



Peet Van Biljon



Sten Jacobson

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## Become a Certified Innovation360 Partner

Consulting firms of all sizes, from enterprises to boutique, are now able to partner with Innovation360 for usage of our certified partner logotype, special pre-sales support, access to experts for project delivery and keynote speakers for Innovation Circles and many additional benefits.

Companies that have been in business for at least two years and have a minimum of two accredited consultants as Licensed Practitioners can qualify to apply for Silver or Gold Partners.

### SILVER PARTNER Boutique Large Consultancy firms



### GOLD PARTNER Boutique Large Consultancy firms



#### Core Benefit

#### Business Model

#### Core Benefit

#### Business Model

- 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 Development
- Joint Offerings

- Established 2 years ago
- Minimum of 2 LPs employed with valid license
- 50% Sales Bonus Reselling tools to clients (e.g. Ideation360)
- Only LPs are entitled to use the tools & methods
- Expenses recovered when running Innovation Circles
- Yearly License

- Gold Partner Logotype
- Featured on Innovation360 web as Gold Partner
- Access to the world's largest Innovation Library with methods, content, models, etc
- Official InnovationIQ Assessor
- Access to reselling and implementing Regional Innovation Development Programs RIDP™

- Established 2 years ago
- Minimum of 2 employed LPs with a valid license and Yellow Belt or higher
- Only LPs are entitled to use the tools & methods
- Access to Poll Packaged, 10 Polls (valid 12 month),
- Yearly License

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## 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<sup>®</sup> 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<sup>®</sup>, 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 -

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## Recommended Reading and Viewing

### Books

Read our 5 volume series on innovation management  
<https://licensed.innovation360.com/resources/books/>

### Blogs

<https://innovation360.com/articles/>



### Testimonials

Innovation Management Black Belt™ John Saiz

<https://vimeo.com/194937052>

### Videos

Why is Innovation Management Important?

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

