

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

**Get accredited in the leading methodology  
and tools for innovation management to  
bring 'Growth as a Service'**

# INNOVATI°N 360

## Why become an Innovation360 Licensed Practitioner?



“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.”

Dana Shaddad, UAE

Innovation360 Licensed Practitioner

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

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

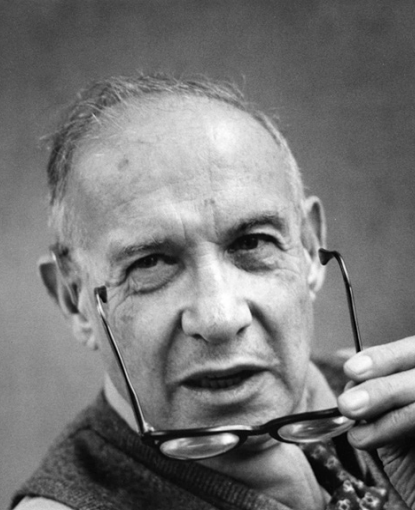


John Saiz, USA

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 -

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## Who qualifies for Innovation360 Accreditation?

- Independents and principals in boutique consulting firms
- Individual consultants at larger consulting firms
- Corporate innovation professionals
- Academic professionals and Institutions

We've built a global ecosystem for innovation professionals who *have consulting experience and a passion for innovation.*

## 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

- Digitalization 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 Innovation Journey

### 3-days "Boot Camp"

IMBA-INNOVATION  
MANAGEMENT  
BASIC  
ACCREDITATION™



### 2-days Grading

IMYB-INNOVATION  
MANAGEMENT  
YELLOW BELT™



### 2-days Grading

IMGB-INNOVATION  
MANAGEMENT  
GREEN BELT™



### 2-days Grading

IMBB-INNOVATION  
MANAGEMENT  
BLACK BELT™



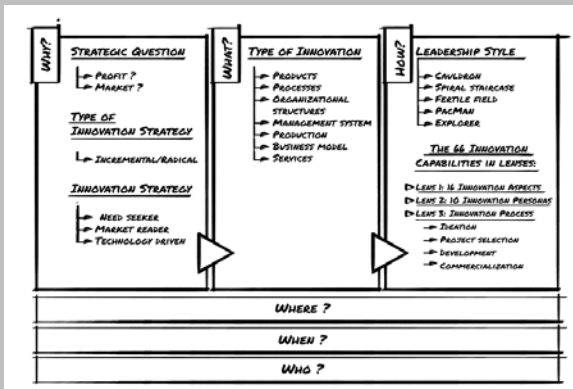
- Gain access to the world's largest innovation database and leading analytic online tool for innovation management and growth
- Learn how to assess and align capabilities, leadership and strategy for innovation and growth
- How to present tangible recommendations to execs
- Join the global network as a Licensed Practitioner
- Setup and conduct a test case at no cost - an InnoSurvey® 360-degree assessment valid for 3 months, to be used before or directly following the accreditation
- Methodology and practice for implementing an ISO compatible Innovation Management System
- Access to the leading SaaS ideation platform and mobile apps: ideation360
- A.I clustering of ideas for finding connections and identifying the most promising ideas for investment.
- Learn how to assess and close competence gaps with the competence analyser
- Innovation Metrics and leading organizational design and change methodology
- Assessing and linking strategy with innovation and growth
- Assessing and linking culture with innovation and growth
- Access and training in Scenarios360 and PESTLED360 for mapping out key drivers and scenarios
- Carving out strategic initiatives from Key Drivers, Scenarios, and Strategy linking this to the innovation and growth agenda
- Applying ISO 56000 Innovation Management in practice
- Master Innovation Management
- Quantitative and qualitative analysis with grounded theory
- Governance and canvas for business transformation
- Access to Sherlock, advanced A.I for data analytics
- The ability to run Mega-Polls for 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 2<sup>nd</sup> 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 series: Innovation Management
- SaaS-based advanced survey engine in all major languages
- Cut 80% of manual work - spend more time with clients
- Insights from Sherlock, our own cutting-edge Innovation A.I 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
- Access to a powerful lead generation method - Innovation Circles™

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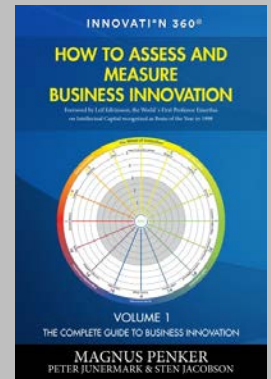
## Start your innovation journey IMBA™ - Innovation Management Basic Accreditation™



### 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 if in classroom)  
**Day 2: 08:00 am – 06:00 pm** (Lunch & dinner if in classroom)  
**Day 3: 08:00 am – 02:30 pm** (Lunch included if in classroom)

- The Innovation360 Framework includes current thinking based on research and the best strategic, process, leadership, and cultural practices within innovation
- Analyze your test case with InnoSurvey®
- Use templates to craft custom presentations
- Prepare a professional innovation report with tangible recommendations and global database benchmarking for your client test case
- Aligned with global ISO 56000 Innovation Management Standards
- Learn how to run interactive Innovation Circle events to generate new business and build your personal brand



InnoSurvey® Capability Analyzer

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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  
For a list of 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.



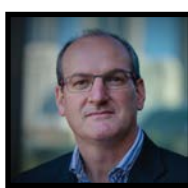
- All fees must be paid in full prior to the start of accreditation program.
- Prices include seating fee which is non-refundable even if training dates are rescheduled.
- Join a pre-scheduled open accreditation or arrange a customized on-site accreditations globally.



## Innovation360 Faculty



Magnus Penker



Peter Glasheen



Johannes Jarl



Peet Van Biljon



Sten Jacobson

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# INNOVATI°N 360

## 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

# INNOVATI<sup>o</sup>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.



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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/>

