

# INNOVATI°N 360

## INSTRUCTOR LED PROGRAM

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

**About Innovation360 and Magnus Penker**

*"Everyone can learn how to innovate once the key elements and rules of  
successful innovation are understood"*

— W. Chan Kim —

The BCG Chair Professor of INSEAD Business School and the World's #1 Management Guru by Thinkers50

# INNOVATI°N 360

## Why become an Innovation360 Licensed Practitioner?

Are your customers in the market for an innovation management solution?  
According to Forrester Research, 53% of global services decision-makers say that they are...



*"Being passionate about enabling Innovation in corporates, facilitating strategic & creative workshops, capitalizing on 15+ years of experience working for different sectors (Government, Telecommunication, IT, & Banking), I can say there is absolutely nothing out there that resembles what Innovation360 has developed. The framework and tools are accessible and powerful as it is backed by data from global top innovators."*

Usamah A. Jan, Saudi Arabia

Innovation360 Licensed Practitioner

**IMGB™ - Innovation Management Green Belt™**



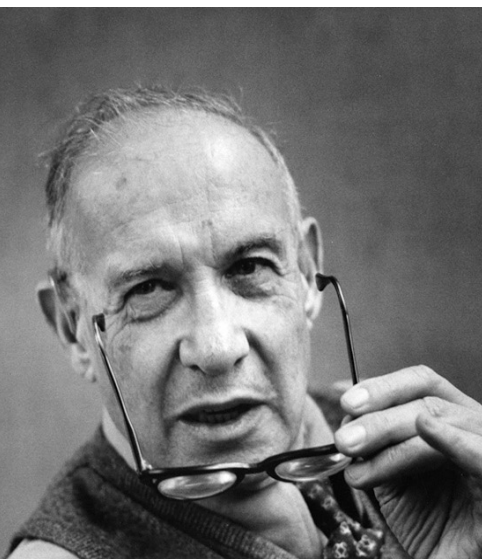
*"After NASA, the next frontier for me is bringing innovation to organizations across the globe."*

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 -

# INNOVATI°N 360

## Who qualifies for Innovation360 Accreditation?

- Independents and principals in boutique consulting firms
- Individual consultants at larger consulting firms
- Corporate innovation professionals
- Academic professionals, faculty members and institutions

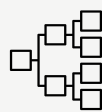
We've built a global ecosystem for innovation and growth professionals who *have consulting experience and a passion for innovation, growth, and transformation.*

## Key Decision Drivers and Benefits



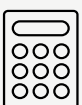
### A growing market

- High demand for innovation, growth and transformation.
- Green Transformation, 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
- Support and coaching



### Metrics & benchmarks

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



# INNOVATI°N 360

## The Innovation Journey - Instructor Led Program

**3-days "Boot Camp"**  
**Price: \$5 750 or €4 800**

**2-days Grading**

**2-days Grading**

**2-days Grading**

IMBA-INNOVATION  
MANAGEMENT  
BASIC  
ACCREDITATION™



IMYB-INNOVATION  
MANAGEMENT  
YELLOW BELT™



IMGB-INNOVATION  
MANAGEMENT  
GREEN BELT™



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



### Benefits of going through Innovation360 Accreditation Program

- Access to the world's largest innovation database and analytics tool: InnoSurvey® - including data from +5,000 companies in 105 countries
- Consulting tools for key drivers, scenario planning, assessments, transformation, ideation platforms and innovation management systems with KPIs
- Consulting templates for Insights, Analysis, Design and Implementation
- Setting standards for the 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 – Innovation360 Group® Circles

# INNOVATI<sup>°</sup>N 360

## Start your innovation journey IMBA<sup>™</sup> - Innovation Management Basic Accreditation<sup>™</sup>

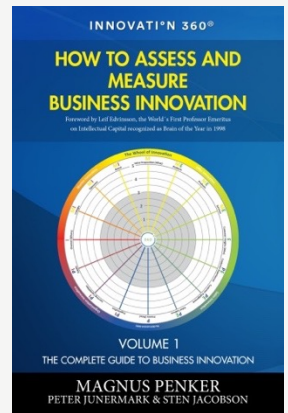
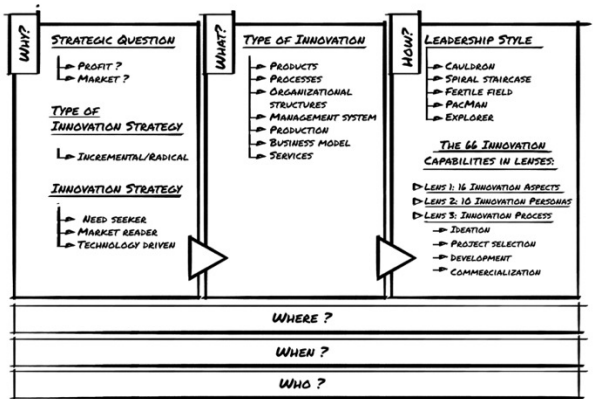
Expert Trainer

### Prep Work:

**Theory:** Read Book “How to Assess and Measure Business Innovation”

**InnoSurvey<sup>®</sup> Assessment (optional):** Before attending the accreditation, select a test client and set up a 360-degree innovation assessment

**IMBA<sup>™</sup> Qualifies you to move up on the grading belts (See grading brochure)**



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

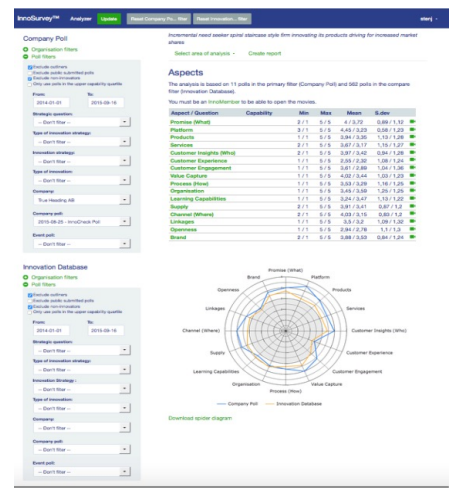
Price: \$5 750 or €4 800

Day 1: 08:00 am – 06:00 pm

Day 2: 08:00 am – 06:00 pm

Day 3: 08:00 am – 02:30 pm

- 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<sup>®</sup>
- 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 Innovation360 Group<sup>®</sup> Circles events to generate new business and build your personal brand



InnoSurvey<sup>®</sup> Capability Analyzer

# INNOVATI°N 360

## Find out when and where the next accreditation will be scheduled

### Online Time Zones and Dates

Accreditations are scheduled periodically throughout the year  
Find the scheduled dates at <https://licensed.innovation360.com/events/>

#### Stockholm



#### New York



#### (Online)



#### Singapore



#### Dubai



Contact us for details

Payments accepted by  
invoice or credit card



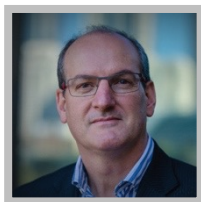
- All fees must be paid in full prior to the start of accreditation program.
- Prices include seating fee which is non-refundable even if training dates are rescheduled.
- Join a scheduled open accreditation
- Upon request, one can arrange a customized on-site accreditation globally.



## Innovation360 Faculty



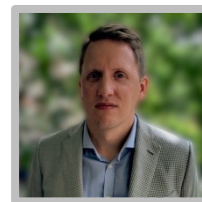
**Magnus Penker**



**Peter Glasheen**



**Johannes Jarl**



**Johan Persson**



**Sten Jacobson**

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

## Become a Certified Innovation360 Partner

### Gold Partner

This is for consultancy companies with a specific number of accredited people having a clear plan for their region. Firstly, we support the Gold Partners with the world's largest innovation management library. This library includes templates, sales material, marketing material, cases, references, and pre-sales. Moreover, we also list all Gold Partner on our home page and provide you with extensive pre-sales support as well as exclusive access to our green transformation suite.

### Educational Partner

Universities or Educational institutions can add more value in their offerings to attract the best students in the world through a customized program with Innovation360 Group. Firstly, extending the online micro-credential curriculum with market-leading innovation management online content and online tools. Secondly, with instilling the world-leading ideation platform ideation360 to the educational institution. You can use it across your research projects, collaborations with businesses, and in the student community. Thirdly, by offering more collaboration, and resources to the market. Innovation 360 Group provides Educational Institutions across the world the ability to build a strategic partnership and collaborate on programs for Innovation Management. This also includes leveraging Innovation 360 Group's methodology, tools, and framework to partners, sponsors, students, and companies. In conclusion, we provide your institution access to material and leading online tools.

### Corporate Partner

This final option is the option for larger organizations with internal consultants having a need for internal resources. Due to this, we have created corporate partners. The Corporate Partner Program is available in all continents. This is a great way to get access to otherwise non-accessible tools, data, and methods. Moreover, it is in complements with the services offered by us, educational partners, and gold partners. Therefore, this program is for organizations that aim at having a larger number of internally certified innovation consultants.

LICENSED PRACTITIONER  Independents Small Boutique Intrapreneurs and Experts	GOLD PARTNER Boutique Large Consultancy firms  	CORPORATE PARTNER Large Organizations  	EDUCATIONAL PARTNER Universities, Maker Space  
<ul style="list-style-type: none"><li>• Access to world leading methodology and data from key driver to commercial success</li><li>• References</li><li>• Featured on Innovation360s site</li><li>• Entitled to use Innovation360 Licensed Practitioner title</li><li>• Online tools</li><li>• From Basic Accreditation to IMBB Innovation Management Black Belt™</li><li>• Yearly fee</li></ul>	<ul style="list-style-type: none"><li>• Gold Partner Logotype</li><li>• Pre Sales Support</li><li>• Featured as Partner on Innovation360s site</li><li>• Access to InnoLib™, the worlds larges library with consulting material for innovation, transformation and growth</li><li>• Official InnovationIQ™ Assessor</li><li>• Advanced sales support</li><li>• Established business for at least 2 years</li><li>• Minimum of 2 accredited on Yellow Belt</li><li>• Discount on polls and gradings</li><li>• Yearly Partner License Fee</li></ul>	<ul style="list-style-type: none"><li>• Corporate Partner Logotype</li><li>• Unlimited access to the ideation360® platform for ideation</li><li>• Training and support for ideation360®</li><li>• Customized Innovation360 Playbook™</li><li>• Minimum of 3 accredited on Green Belt</li><li>• 40-hour consulting support</li><li>• Discount on polls and gradings</li><li>• Yearly Partner License Fee</li></ul>	<ul style="list-style-type: none"><li>• Educational Partner Logotype</li><li>• Unlimited access to the ideation360® platform for ideation</li><li>• Training and support for ideation360</li><li>• Minimum of 5 accredited on Green Belt, and at least on on Black belt Level</li><li>• Content and tools to be used in micro credentials, graduation and executive education</li><li>• Fee use of all assessment tools for educational purpose</li><li>• Discount on polls and gradings</li><li>• Yearly Partner License Fee</li></ul>



# 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 and founder Innovation360

Magnus Penker is a highly sought-after CEO, Honorary Professor, a Wall Street Journal and USA Today Bestselling author, internationally-renowned thought leader on innovation, sustainability, and business transformation. He is a 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, a variety of associations, and in front of executives at the world's largest enterprises. Mr. Penker recently launched the bestseller Play Bold, writing on a 5 Volume Series on Business Innovation titled The Complete Guide to Business Innovation, is a former contributing editor at the International Journal of Innovation Science, and a columnist for the American business magazine Inc Magazine.

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. . 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

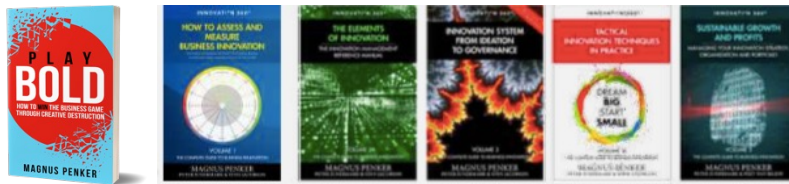
## Recommended Reading and Viewing

### Books

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/>



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