



# INNOVATION 360

## INSTRUCTOR LED GRADING PROGRAM

### 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 —

## Your Path to Innovation Management Mastery

### The Premier Accreditation Program for Innovation Leaders

#### Introduction

Innovation is the foundation of sustainable growth and transformation. Yet, **90%** of executives identify innovation as critical, and only **6%** report successful implementation. The Innovation360 Grading Framework addresses this challenge by providing a progressive pathway to build expertise, implement **ISO 56000** standards, and utilize cutting-edge tools like Transformation360, PESTLED360, and Scenarios360.

# Innovation Management Mastery

## Your Path to Innovation Management Mastery

### The Premier Accreditation Program for Innovation Leaders

#### Program Overview

#### What Is the Grading Framework?

A sequential certification program designed to elevate skills in innovation management through structured accreditation levels: IMBY (Yellow Belt), IMBG (Green Belt), and IMBB (Black Belt).

#### Accreditation Levels

##### 1 IMBY (Yellow Belt): Laying the Foundation for Innovation Management

- **Focus:** Early innovation management, ideation campaigns, and business experimentation.
- **Tools:** Transformation360, Competence Analyzer, and Commercialization Readiness Tool.
- **Delivery:** Online (CET and US Eastern Time).

##### 2 IMBG (Green Belt): Strategic Alignment and Commercialization Readiness

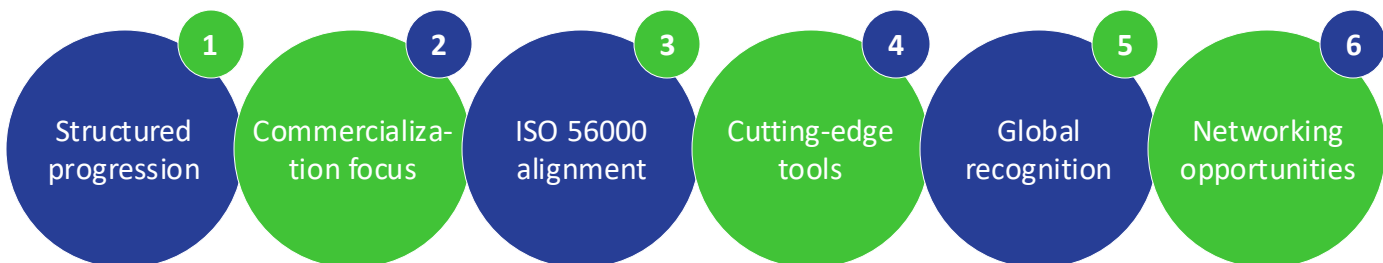
- **Focus:** Strategic alignment, commercialization readiness, and external opportunity integration.
- **Tools:** PESTLED360, Scenarios360, and ISO 56000 frameworks.
- **Delivery:** In-person (Stockholm, Sweden).

##### 3 IMBB (Black Belt): Mastery and Integration

- **Focus:** Advanced innovation systems, data-driven decision-making, and impactful recommendations.
- **Tools:** Sherlock AI, dashboards, and exclusive Black Belt summits.
- **Delivery:** In-person (Stockholm, Sweden).

#### Why Choose the Grading Framework?

##### Top 6 Reasons to Enroll



## Your Path to Innovation Management Mastery

### Success Stories



Joining Innovation360 accelerated our innovation business in Brazil. IMBB certification has been transformative, providing the tools and insights needed for large-scale innovation projects

– **Durval Garcia, Brazil**

The Green Belt program deepened my understanding of strategy and culture alignment. Tools like PESTLED360 and Scenarios360 are now core to how we operate

– **Erin (Pink) Mosley, USA**



The Grading Framework provided clear, structured innovation methodologies that resonate across organizations.

– **Dr. Kelly Clark, Northern Ireland**

### Program Delivery



**IMBY (Yellow Belt):**  
Online (CET and US Eastern Time).



**IMBG (Green Belt):**  
In-Person (Stockholm, Sweden).



**IMBB (Black Belt):**  
In-Person (Stockholm, Sweden).



# INNOVATI°N 360

- Deepen your knowledge of innovation management methodologies
- Full access to the full suite of Innovation360 end to end 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
- Grading up to Black Belt gives you the key recognition needed to take on complex assignments and large-scale innovation projects

*“Joining Innovation360 as practitioner and now a Gold Partner in Brazil has accelerated our Innovation business working with some of the top MNC’s and corporations. Innovation360 has given me a fantastic digital platform to continue to learn and expand my capabilities as an Innovation Expert in my region. I am honored to be part of the black belt peer group and looking forward to spread the best practices of innovation management for growth and sustainability not only in Brazil but across the region, as this is what the world needs post-covid”*

## **Durval Garcia, Brazil**

IMBB™ - Innovation Management Black Belt™ & Certified Gold Partner



*“We were indulged by going deeper into the unshakable validity of the Innovation 360° data, innovation 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 **10,000 companies in 105 countries** to create customized, precision insights for each and every client.

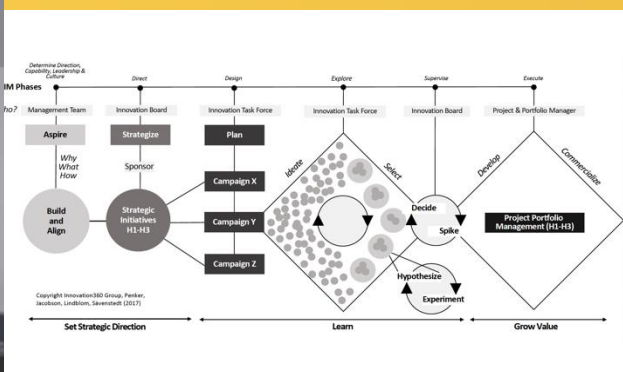
## IMYB Innovation Management Yellow Belt™



**2 days**  
**Expert Trainer**

**Day 1: 08.00 am – 6:00 pm**

**Day 2: 08.00 am – 2:30 pm**



### Prep Work:

#### Theory:

Selected reading and online courses

#### Practice:

Setting up an and launching ideation campaigns like Innovation Sprints  
Setting up a Competence Survey

### Organizational Design, Implementation and Change

- Innovation360 best practices on implementing an ISO compatible Innovation Management System: KPIs, 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 Transformation360: World's top ideation and innovation platform

- Deploy an ideation platform for prototyping, open innovation, innovation sprints, hackathons and idea campaigns
- Collecting, managing and collaborating on ideas, internally and externally
- Cognitive Clustering of ideas, form hypotheses and experiment with innovation
- Campaign overview with Analytics & Reporting for portfolio management across 3-horizons
- Launch instant campaign wordpress website from the ideation platform to run multiple ideation campaigns
- How to set up instant contribution's sites for ideation, follow up with innovation metrics and delivering vetted big ideas

### Summary of benefits and tools

As your clients (or your organization) 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 Transformation360, the leading platform for collecting, managing, selecting, and collaborating on ideas from internal and external sources. As an authorized reseller of Transformation360, you'll benefit from monthly recurring revenue or discount for your organization. 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, Transformation360



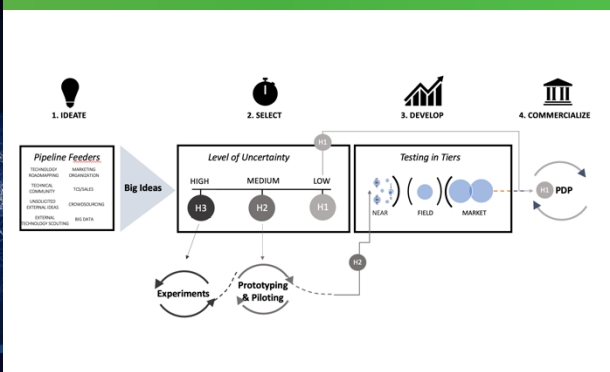


**2 days**

**Trainer:** Magnus Penker

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### Prep Work:

#### Theory:

Selected reading and online courses

#### Practice:

PESTLED360, SCENARIO360, Commercialization Readiness

### The Art of linking Strategy – Key Drivers - Scenarios – Strategic Initiatives – Innovation

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

### 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

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

- Assessing and linking culture with innovation and growth using Cultural Mapping
- Designing the innovation assessment for complex organizations, groups, levels, aggregations
- Preparation and cascading techniques for assessing and coaching
- Linking quantitative and qualitative analysis
- The Innovation IQ

### 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, Commercialization Readiness



## IMBB Innovation Management Black Belt™

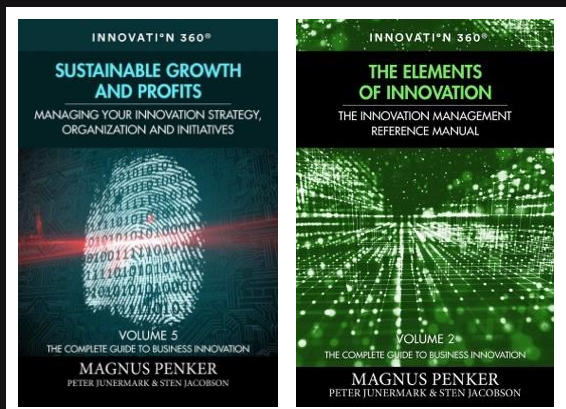


**2 days**

**Trainer:** Magnus Penker

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### Prep Work:

#### Theory:

Selected reading

#### Practice:

Online Examination

2 Client Cases Implemented - to be peer reviewed (can be done after the accreditation as well)

### The Art of Commercialization

- Innovation Venturing
- Business Model Innovation
- Global and local initiatives
- Operational Models and KPIs

### The Art of Leadership for innovation

- Identify Blocker, Amplifiers and Misalignments
- 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
- Creating Eco System Innovation: Smart Cities, Vision for Countries and Cities, Industry 4.0

Re-assessment and how to stay relevant with the client

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

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 2nd 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.*



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 the accreditation program.
- Book a meeting for pricing and other terms and conditions.
- A digital certificate will be issued after completion.



## Innovation360 Faculty



Magnus  
Penker



Peter  
Glasheen



Johannes  
Jarl



Khaldoun  
Aboul-Saoud



Durval  
Garcia

## Become a Certified Innovation360 Partner

### Gold Partner

This program is for consultancy companies with a defined number of accredited professionals and a clear regional strategy. Gold Partners gain exclusive access to the world's largest innovation management library, including templates, sales materials, marketing resources, case studies, and references. We collaborate with Gold Partners on projects, providing hands-on support to drive success and feature them on our homepage for greater visibility.

Gold Partners benefit from extensive pre-sales support, trained AI bots for streamlining back-office tasks like compliance and offer management, free polls for assessments, and access to advanced tools like Sustainnovation™ for sustainability and innovation, among many others. Additional perks include referral bonuses and a global network of innovation experts.

### Educational Partner

Universities and educational institutions can enhance industry engagement through a partnership with Innovation360 Group. By leveraging our proven methodologies and platforms like Transformation360, institutions can drive impactful research projects, foster collaborations with industry partners, and offer executive training programs tailored to market demands. Transformation360 bridges the gap between academia and industry, empowering institutions to deliver practical, innovation-driven outcomes.

Through Innovation360's tools and frameworks, universities can provide cutting-edge resources for innovation management, enhance collaboration with businesses, and prepare students and professionals for real-world challenges. This partnership creates a dynamic ecosystem where academia and industry align to drive sustainable growth and innovation.

### 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

- Access to world leading methodology and data from key driver to commercial success
- References and cases
- Featured on Innovation360 site
- Entitled to use Innovation360 Licensed Practitioner title (as long as accreditation is renewed)
- Online resources and tools From Basic Accreditation to IMBB Innovation Management Black Belt™
- Yearly fee for system access and accreditation

#### GOLD PARTNER

Boutique  
Large Consultancy firms



- Gold Partner Logotype
- Pre-Sales Support
- Featured as Partner on Innovation360s site
- Access to InnoLib™, the worlds larges library with consulting material for innovation, transformation and growth
- Official InnovationIQ™ Assessor
- Advanced sales support
- Established business for at least 2 years, a minimum of 2 accredited on Yellow Belt
- Free polls and and referral bonuses
- Yearly Partner License Fee

#### CORPORATE PARTNER

Large Organizations



- Corporate Partner Logotype
- Unlimited access to the ideation360° platform for ideation
- Training and support for ideation360°
- Customized Innovation360° Playbook™
- Minimum of 3 accredited on Green Belt
- 40-hour consulting support
- Discount on polls and gradings
- Yearly Partner License Fee

#### EDUCATIONAL PARTNER

Universities, Maker Space



- Educational Partner Logotype
- Unlimited access to the iTransformation360 platform for innovation management, including ideation
- Minimum of 5 accredited on Green Belt, and at least on Black belt Level
- Content and tools to be used in micro-credentials, graduation and executive education
- Free use of all assessment tools for educational purpose
- Discount on polls and gradings
- Yearly Partner License Fee

## 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 several 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 organizations. Using this framework, Innovation360 has gathered data from companies on every continent, ranging 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 10,000 companies in 105 countries, giving you the most sophisticated tool for assessing, benchmarking, and implementing the strategy, capabilities, culture, and digital tools needed to succeed time and time again.

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, enabling 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 produce 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 repeatedly.

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 the global innovation management standard, ISO 56000. As members of the working committee crafting these standards, a team from Innovation360 and several Innovation360 Licensed Practitioners have taken—and continue to take—the lead in shaping the future.

The grand challenges of our time will call upon all 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 as an Innovation360 Licensed Practitioner.

## About Magnus Penker CEO and founder Innovation360

Magnus Penker is a highly sought-after CEO, a Wall Street Journal and USA Today Bestselling author, and an 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, various associations, and in front of executives at the world's largest enterprises. Mr. Penker recently launched the bestseller Play Bold, writing a 5 Volume Series on Business Innovation titled The Complete Guide to Business Innovation, he 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 an office in New York City and partners across Europe, Asia, North America and the gulf states.

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 help 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 -**



## Recommended Reading and Viewing

### Books

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



### Blogs

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

### Testimonials

Innovation Management Black Belt™ John Saiz  
<https://licensed.innovation360.com/community/innovation-stories/>

### Videos

Why is Innovation Management Important?  
<https://innovation360.com/resources/60-minutes-innovation-management/>

