



INNOVATI°N 360

INSTRUCTOR LED PROGRAM

Gain mastery and access to advanced digital tools & recognition as an innovation and growth expert

Gradings: Yellow Belt, Green Belt, Black Belt

About Magnus Penker and Innovation360's book: *Play Bold* (2021)

"Wow! Everything that Magnus says is somewhat contrary to our official positions on successful innovation. I knew I had to read this book - and I'm very glad that I did."

— Philip Kotler —

Why become an Innovation360 Licensed Practitioner?

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

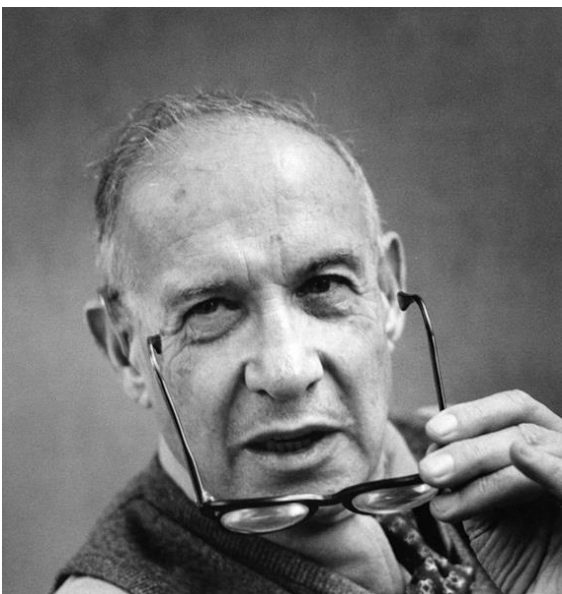
"Being passionate about enabling Innovation in corporates, facilitating strategic & creative workshops, capitalizing on 15+ years of experience working for different sectors (Government, Telecommunication, IT, & Banking), I can say there is absolutely nothing out there that resembles what Innovation360 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™



"John Saiz now collaborates with manufacturing and technology-intensive organizations worldwide to improve their innovative capabilities and transform ideas/concepts and technologies into successful products and services."

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 -

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



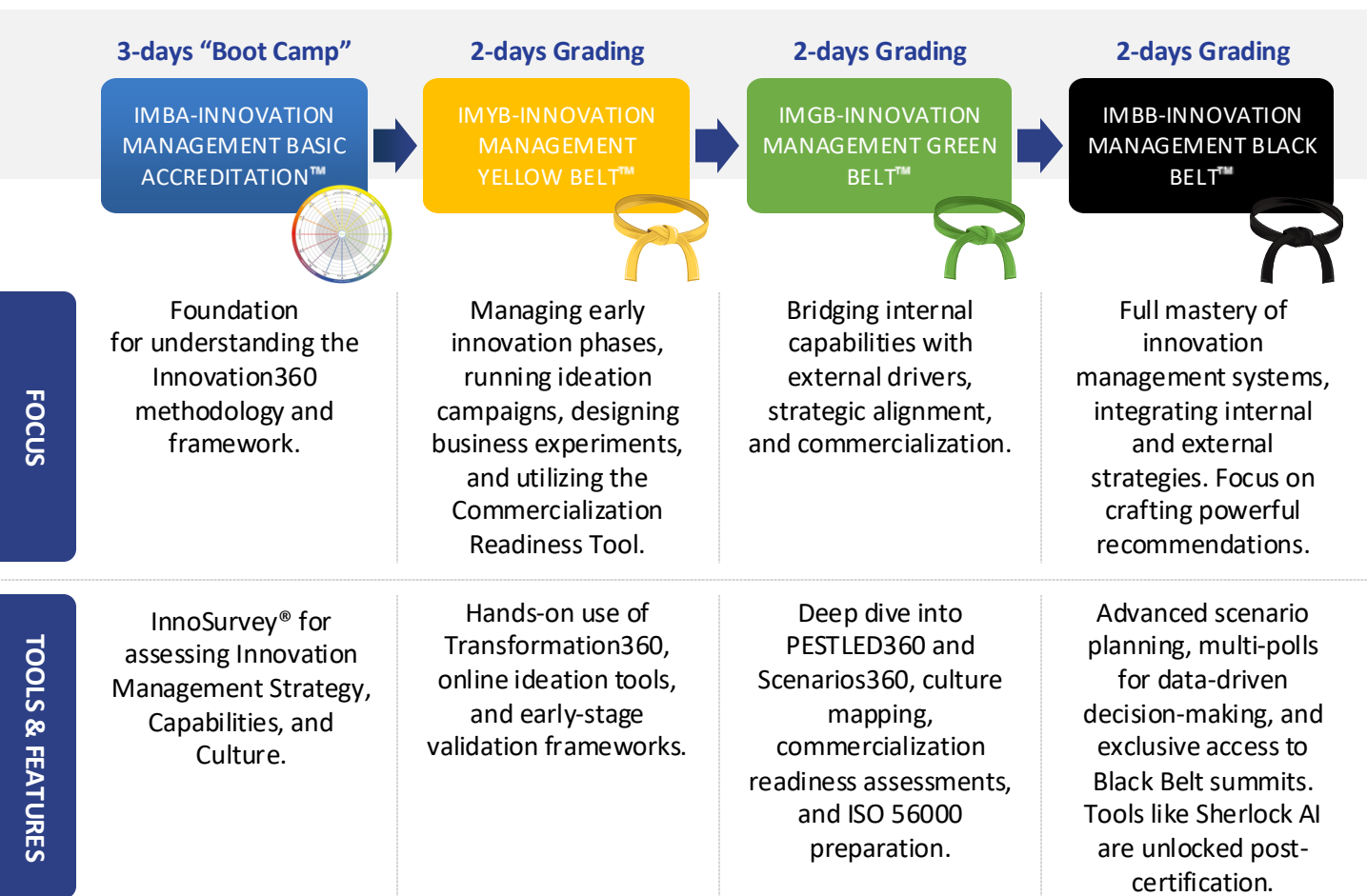
Metrics & benchmarks

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

The Innovation Journey - Instructor Led Program

Progression Through the Grading Framework

- **IMBA (Basic Accreditation):** Foundation for understanding the Innovation360 methodology.
- **IMYB (Yellow Belt):** Early innovation management, ideation campaigns, and commercialization readiness.
- **IMBG (Green Belt):** Strategic alignment, external drivers, and commercialization strategies.
- **IMBB (Black Belt):** Mastery of innovation management systems and advanced scenario planning.

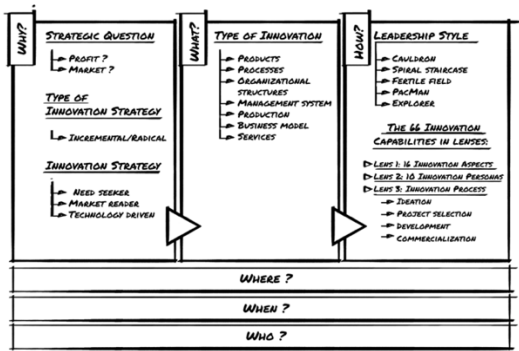


Benefits of Going Through the Innovation360 Accreditation Program:

- Access to the world's largest Innovation Database (InnoSurvey®).
- Hands-on experience with tools like Transformation360, PESTLED360, and Scenarios360.
- Alignment with ISO 56000 standards.
- Reduction in manual workload by 80%.
- Post-Black Belt access to Sherlock AI.
- Evidence-based recommendations tailored to organizational needs.
- Global network of Licensed Practitioners and lead-generation opportunities

Start your licensed practitioner journey

IMBATM - Innovation Management Basic AccreditationTM



Prep Work:

Theory:

Read Book "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

IMBATM Qualifies you to move up on the grading belts (See grading brochure)

"Online Boot Camp"

(3-day training with group work, one year access to all tools and accreditation as Innovation 360 Licensed Practitioner)

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[®]
- 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[®] Circles events to generate new business and build your personal brand
- One year of access to a full blow suite of tools for assessment and resources to be used in assignments. Optional yearly renewal.

InnoSurvey[®] Capability Analyzer



Aspect / Question	Capacity	Min	Max	Mean	Score
Process (R&D)	1.1	0.15	1.1	0.72	0.89 (1.1)
Platform	2.1	0.15	4.45	2.23	0.88 (1.2)
Products	1.1	0.15	3.84	1.53	1.12 (1.4)
Services	2.1	0.15	3.87	1.17	1.15 (1.2)
Customer Insights (R&D)	2.1	0.15	3.87	1.42	0.94 (1.4)
Customer Experience	1.1	0.15	3.58	1.33	1.24 (1.4)
Customer Engagement	1.1	0.15	3.87	1.48	1.18 (1.4)
Value Capture	1.1	0.15	4.02	1.44	1.03 (1.2)
Process (Sales)	1.1	0.15	3.81	1.69	1.16 (1.4)
Organization	1.1	0.15	3.45	1.49	1.26 (1.4)
Learning Capabilities	1.1	0.15	3.81	1.47	1.13 (1.2)
Operational	2.1	0.15	3.97	1.41	0.87 (1.2)
Change (Internal)	2.1	0.15	4.02	1.18	0.87 (1.2)
Language	1.1	0.15	3.17	1.27	0.89 (1.2)
Operations	1.1	0.15	3.84	1.78	1.11 (1.2)
Brand	2.1	0.15	3.88	1.53	0.84 (1.2)

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 issued after completion.



Innovation360 Faculty



Magnus
Penker



Peter
Glasheen



Johannes
Jarl



Khaldoun
About-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 Innovation 360 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 PRACTITONER

Independents
Small Boutique
Intrapreneurs and Experts

GOLD PARTNER

Boutique
Large Consultancy firms



CORPORATE PARTNER

Large Organizations



EDUCATIONAL PARTNER

Universities, Maker Space



- 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 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 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 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/>

