

Online Cohort

# JUMP START *Innovation Leadership* YOUR <sup>^</sup> BRAIN

With **Innovation Engineering Black Belt** Certification



## Get the Skills to Lead Your Organization into a New Innovative Future

This course and certification gives you expertise in 3 areas to lead innovation across an enterprise:

**Becoming an expert innovator.**

**Becoming an expert at innovation systems.**

**Becoming a persuasive strategic leader.**

### What You'll Learn

In the course, you'll learn the skills that make up the Innovation Engineering "Body of Knowledge" – the complete academic peer-reviewed curriculum taught in Innovation Engineering undergraduate and graduate school programs across the world. In the Mastery Course, the instruction has been condensed for corporate education so that anyone can participate.

### Topics Covered

- Innovation Fundamentals
- Systems Thinking
- Driving Strategic Alignment
- Building the Innovation Mindset
- Collaboration and Ideation
- Innovation Pipeline and Development Systems
- Rapid Research & Data-Driven Decision Making
- Forecasting Innovation ROI
- Personal Leadership Development

#### Roles this Course Prepares you For:

Level	Function
Manager	Strategy
Director	Business Development
General Manager	Innovation
Vice President	Project Management
President	Sales
Executive	Marketing
	R&D
	Operations

### About us.

Since 1986, Eureka! Ranch has helped over 10,000 teams from companies like Nike, American Express, Disney, and countless others innovate. We have the largest database of employee perceptions and behavior tracking as it relates to innovation "on the front lines." Best of all, we know what competencies and systems are necessary for innovation through our pioneering efforts to build an entire new field of study, Innovation Engineering, that's been vetted through academic peer review and torture-testing by some of the world's most discriminating organizations.



### Contact us to learn more.

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### Real Business Outcomes

\*All Applied to Your Organization

- **A Complete System Map and System Improvements**
- **A Formal or Informal Ideation Session**
- **Multiple Rounds of Concept Testing**
- **A System for Estimating the Value of Ideas**
- **A Trademark or Patent Evaluation**
- **A Customized Innovation Development System**
- **A Structure and Definition of Your Organization's Innovation Strategy**
- **Innovation Training for Your Organization**

**Leave the course with Tools, Training, and Techniques to Build, Run, and Improve Innovation Systems**

# Create Your Own Innovation Leadership Portfolio

Throughout the course you will be challenged to break old paradigms and “get your hands dirty” applying your new skills to real work of your choosing. As a result, you’ll create a portfolio of work product that demonstrates the value of your new abilities. Previous Black Belts portfolios have included:

- Improving an existing stage-and-gate development system to include a more robust front-end
- Inventing and delivering a patented new “leap” innovation
- Creating a new growth category for the organization (that accounts for 21% of our domestic revenue just 6 months after launch)
- Creating an “Internal Innovation Coaching Agency” inside a large non-profit
- Reinventing strategic planning to increase alignment, buy-in and actionability
- Creating a customer panel to reduce research time from weeks to hour
- Organizational design restructuring to allow for internal innovation intern rotations and cross-functional training
- Developing a robust 3-year innovation pipeline
- Streamlining the customer request system to reduce response time and allow for more proactive business development
- Rebuilding the “Fuzzy Front End” to help teams build better ideas faster and easier.

## HOW IT WORKS - Online Cohort

Unlike other courses, this training was built from the ground up to take advantage of the benefits provided by an online cohort instead of simply moving an in-person course to a digital format.

### Video Lessons:

- Prior to attending each virtual meetup, you’ll watch a collection of videos that average about 60 minutes in total. Each video covers a skill within the topic area that you will experience during your next meetup. The videos provide a foundation of understanding, and a very easy way to revisit key concepts when you are working on applying Innovation Engineering with teams in your organization.

### Online Group Meetups

Every other week you’ll meet with your instructor and a group of peers. We’ll use this time to...

- Leverage the diversity of the group during hands-on activities where you see, feel, and experience the skills you learned through the Video Lessons. It’s through this first-person experience that you’ll gain confidence in the tools and techniques to take what you learn and apply it to your organization.
- Plan for your Practical Application, where you’ll apply the topic area of the week to your organization. Create an outline that will provide guidance for your implementation.
- Discuss previous or ongoing Practical Applications so we can share useful learnings and experiences, plus ask questions amongst peers and instructors offering real time support and problem solving.

### Practical Applications

- Experience real time ROI when you apply what you are learning in class to your work. Guided by your instructors, you will be driving your strategic missions forward leading to tangible results.
- During the time between meetups you will be applying what you learn, to do things such as: investigating IP protection for ideas, developing systems for estimating the internal or external value of ideas, building or enhancing your idea development system, and more.

**Through this course you will be able to take advantage of the immediacy of an online course while still having the support and collaboration of an in-person course.**

## Upcoming Cohort

- **Start Date:** January 18th, 2022
- **End Date:** April 26th, 2022

- **Meetups:** 8 Bi-Weekly
- **Times:** 12:30 pm - 5:00 pm (ET)