

JUMP START *Innovation Leadership* YOUR [^] 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.

Systems Thinking

- Appreciation for a System
- Knowledge about Variation
- Psychology
- Theory of Knowledge

Driving Strategic Alignment

- Strategy Activation
- Vertical Alignment
- Future Mining

Building the Innovation Mindset

- Diffusion of Innovation Mindset
- Optimizing the Whole
- Advanced Benefit & Proof
- Estimating Value
- Meaningful Marketing Messages

Investing in Intellectual Property

- Patent ROI
- Proprietary Protection
- Technology Translation

Collaboration and Ideation

- Collaboration Systems
- Professional Grade Brainstorming Sessions
- Unrelated Mining
- Patent Mining
- Insight Mining
- Market Mining
- Wisdom Mining

Innovation Pipeline and Development System

- Departmental Alignment
- Innovation Decisions
- Business Opportunity Recommendation
- Organizing for Success
- Advanced Create Methods
- Proactive Selling Pitches

Rapid Research & Data-Driven Decision Making

- Rapid Research Operations
- Oomph
- Concept Feedback Systems

Personal Leadership Development

- Personal Leadership
- Organizing for Success
- Real World Communications

Forecasting Innovation ROI

- Rapid Research Analytics
- Cost & Price Estimating
- PDSA Reducing Variation in Forecasts
- Business Models

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-tested by some of the world's most discriminating organizations.



Contact us to learn more.

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It's a true mastery program.
5 college worth courses of content with
the guidance of an experienced IE Black Belt.

Tuition: \$12,000 USD

Powered by



**INNOVATION
ENGINEERING®**

Innovation Engineering is a curriculum, a tool set, and a mindset that ENABLES Innovation by Everyone, Everywhere, Everyday, Resulting in Increased Speed to Market and Decreased Risk.

Innovation Engineering systems are designed to ENABLE a culture where everyone works together on innovation.

Innovation Engineering enables leaders to thrive in the new reality of faster product life cycles, increased competition, rapidly changing technology, and digital savvy customers.



The organizations involved have over

\$19 Billion

worth of innovations in active development.



Since 2009 IE instructors have taught an estimated

35,000+ people

who work at small companies, global corporations, non profits, universities, & governments from 22 countries.



It's taught by over

30

**universities /
partners**

Why the name?

Innovation Engineering was chosen as the name for this movement as it precisely defines our purpose, mindset, and how we work.

Innovation is about ideas that are meaningfully unique. It's about productive imagination. It's about change, ideas, improvement, and working smarter. Creativity is the creation of the new and novel. Innovation is about unique ideas that accomplish a meaningful purpose. The purpose can be for igniting social change, changing how we work with our co-workers, or simply making a difference in people's lives with a more effective product or service.

Engineering is about applying innovation to the real world. It's about discipline, system reliability, documentation, experimentation, problem solving, and making decisions based on factual data. The chemist studies the compositions, properties, and activity of organic and inorganic substances. The Chemical Engineer applies the chemist's discoveries in the real world of factories and products.

WHAT IS INNOVATION ENGINEERING?

To win in today's marketplace a "reactive" mindset must be replaced with leadership, and leadership by definition is about proactively leading innovations in strategy, customer offerings, and how we work together to accomplish our organizational mission.

Innovation Engineering is about enabling people to take action on ideas by providing them the education, tools, and

leadership they need to turn their ideas into reality.

The Innovation Engineering Mastery Course teaches you the 48 Skills that make up the Innovation Engineering field of study. You will learn in 5 days the core content taught on university campuses during 5 undergraduate courses or 3 graduate school courses.

What's in it for YOU?

The Mastery Course will enable you to transform your innovation projects from random gambles to reliable investments.

You will gain the courage, confidence, and capability to take advantage of the tremendous opportunities created by the internet, globalization, and rapid change.

Studying Innovation Engineering teaches you key elements of the engineering mindset: curiosity, discipline, and how to think deeper.

It teaches you how to use writing and math as tools for thinking deeper about new ideas.

It teaches you the power of stimulus mining, collaboration, experimentation,

and systems thinking as methods for problem solving existing challenges and creating new ideas that proactively lead your organization, industry, and career.

As a graduate of the Mastery Course - an Innovation Engineering Black Belt - you'll be a member of a world wide community of change agents. It's a community dedicated to helping one another enable their dreams. The Brain Brew Blog connects you in an instant to other Innovation Engineering Blue Belts and Black Belts. An annual global conference brings the community together to share learning.

What's in it for YOUR organization?

When an organization truly implements all the facets of Innovation Engineering, a number of clear signs of change emerge:

- Your Offerings are More Meaningfully Unique. And when they are Meaningfully Unique, customers are willing to pay more for them.
- Your Innovation Pipeline Expands. Your organization has a pipeline of ideas for growing Net Profit Margin every year.
- Speed Improves 6X. You take ideas to market up to 6X faster because you're aligned and have systems that support speed.
- Risk Decreases 30 to 80%. Your innovations have a reduced risk of failure by 30 to 80% because you identify and overcome risks BEFORE you invest.
- Research Drives Speed & Cost Reduction. You can do innovation

research 20X Faster & at 90% lower cost.

- Development Success. You have improved your development success rate by up to 250%.
- ALL Your Employees are Innovating. You are implementing up to 12 ideas per employee per year.
- Employees Have Their Name on a Patent. Patents and intellectual property are part of the culture. With Ideas to Patents, a provisional patent application can be written by nearly anyone in about an hour.

When the leadership enables the employees with strategic clarity, education, and system support, a transformation of mindset is seen in the culture in just 6 months.

It's not uncommon to see statistically significant increases among employees on optimism, courage, and pride of work. And as a result, everyone wins.

Reasons why people pursue Innovation Engineering Black Belt Certification

There are a number of reasons why people participate. Below are just a few that we hear:

- I was just put in charge of innovation and I don't know where to start.
- I'm on an accelerated leadership track in my company.
- I'm an innovator naturally. I love learning about the cutting edge.
- Innovation is a new key driver in our business, and I need to understand how to do it.
- I'm tired of doing the same old stuff. I need a jolt.
- I'm a leader in my organization and we need to change, but how am I supposed to lead something I myself don't have a handle on?
- Innovation is on my performance criteria.
- Innovation is a ton of FUN!

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 hours
- 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

There are two options for going through Innovation Engineering Mastery.

Private or Public In Person

- **Pre-Work Digital Classes:** Prior to attending the Black Belt session, students watch a set of about 100+ videos that average about 7 minutes. Each video covers one of the sub-skills that make up the Innovation Engineering body of knowledge. The videos provide a foundation of understanding and a very easy way to revisit and remind yourself on key concepts when you are working on applying Innovation Engineering with teams in your organization. The videos are continuously updated as new learning is uncovered in what matters most and how to learn best. A special alert system allows students to easily identify updates.
- **3 Day In Person Training:** The intensive 3-day experience with up to 24 participants at our location or yours fully immerses you in the mindset and principles associated with applying system thinking to strategy, innovation, and how we work together as an organization. 90%+ of the week is spent on hands-on Lab classes where you see, feel, and experience the skills and sub-skills you learned through the Digital Classes. It’s through this first-person experience that the mindset and principles become real.
- **Practical Application:** Experience real time ROI when you apply what you are learning at work. Guided by your instructors, you will be driving strategic missions forward leading to tangible results.

Online Self Paced

Learn advanced innovation skills through online instruction, virtual meet ups with your instructor, practice assignments, and real-life application projects.

- **Instructor Meetings:** Each month we’ll kick off a new topic and introduce a collection of leadership and innovation skills. Meetings are extremely interactive between student and instructor.
- **Individual Coursework:** Complete practice assignments to reinforce your understanding and gain confidence in the skills covered this month. Submit your work and receive one-on-one feedback from your instructors.
- **Practical Application:** Experience real time ROI when you apply what you are learning at work. Guided by your instructors, you will be driving strategic missions forward leading to tangible results.

The path to certification involves three elements:

1. A grade of 100% on all class assignments (no stress – you can resubmit unlimited times our goal is to get you to mastery not to fail you),
2. Application of the learning to your real work through certification assignments graded by your certification coach, and
3. The personal written recommendation of your Innovation Engineering Black Belt certification coach.

Innovation Engineering Black Belt candidates have up to 12 months to complete certification.

FAQs

Q. How long does it take to complete?

A. On average, the course takes approximately 70-80 hours of work to complete.

Q. What are the course requirements?

A. Innovation Engineering Fundamentals is a required prerequisite. There is no minimum level of official education or business experience required. The course does require access to the internet and an electronic device (phone, tablet or computer).

Q. How is this better than any other innovation course?

A. Unlike other business courses that are based on a few personal experiences or third-person research, this course is grounded in front-lines innovation work and hard data from the world's largest database (25,000+) on what drives success and failure. The data is so reliable that the curriculum, called Innovation Engineering, is recognized as a new field of academic study with undergraduate and graduate degrees offered at colleges and universities. World leaders in business and innovation who've used these methods include: Walt Disney, Nike, Pepsi-Cola, American Express, Procter & Gamble, US Department of Commerce and thousands of others. This course is brought to you by the Innovation Engineering Institute – a partnership between the Eureka! Ranch and the University of Maine.

Q. Is this a recognized certification?

A. Yes. An Innovation Engineering Black Belt Certification is an industry recognized credential in innovation. It is issued by the Innovation Engineering Institute.

Q. Will I actually get a promotion / better job because of this course?

A. Most people say that this certification made their resume stand out versus others. Some graduates report that the first interview question they're often asked about is the certification - which gave them a great opportunity to talk about their skills but also the applied work they did in the course itself becomes proof that they have skills that they actually use. And, most importantly, many Black Belts who got promoted / better jobs say their new company/boss/board overtly cited that Innovation Engineering Black Belt was a primary driver that got them their new leadership job.

Q. Is it worth \$12,000?

A. No. It's worth more than \$120,000. Check out the 10 minute video: 10 reasons why Black Belt is worth 10x what you pay.
eurekaranch.com/information-session-registration-10-reasons/

PEDIGREE

1986

Eureka! Ranch was founded more than 35 years ago by Doug Hall.

Doug was at P&G and got a record number of innovations shipped in a short period of time with a tiny staff and budget. (9 products in 12 months with a team of 3). He did this by using a systems approach because of his knowledge of the work of Dr. W. Edwards Deming, the inspiration for Lean, Total Quality and Six Sigma.

Doug left and founded the Eureka! Ranch and started helping large companies create big, disruptive ideas, which it continues to do today.

2006

By the early 2000s, it became clear that some companies did not have the systems in place to commercialize the disruptive ideas the Eureka! Ranch created. They would either compromise the ideas (to pass Stage-Gate milestones) or even kill them due to fear of change.

That experience inspired a sabbatical at the University of Maine and the creation of a new field of study, *Innovation Engineering*. It includes 48 skills or competencies for creating, communicating, and commercializing meaningfully unique ideas and system driven leadership skills that help innovation leaders implement the system company-wide. Basically, we're teaching people to create disruptive ideas like we do (not guru, it's a system), but we're going beyond that. We're teaching them what to do next - all the way to market/implementation.



We found that the preacher teacher approach (lecture then test) did not work, and results varied professor to professor. That's when we developed the patented *Cycles to Mastery®* teaching method. There are up to 4 sub-skills for each skill with micro-lessons for each - a video and quiz. This replaces lecture. The next cycle is a Lab exercise on a case study. In our certification programs, these are submitted to a human grader who provides feedback. Students adjust and submit till approved. Then they apply the skill to a real world challenge. Again submit, grade, approve. Then they reflect on what they learn. This is done for each skill, and the student can't be certified until all their work is approved 100%. No test needed. That's what we mean by Cycles to Mastery.

2020



The way we take this to companies as professional development is *Jump Start Your Brain (JSYB)*. We're making it easier for everyone across the company from the front lines to CEO to learn and apply innovation skills. We have 100s of micro-lessons, tools, badge courses, and certifications that can be customized and plugged into your LMS, or you can link to our platform.

The name comes from Doug's *Jump Start Your Business Brain* book, which was named to the list of the 100 best business books of all time. Doug's latest book, *Driving Eureka!*, covers the 48 skills of Innovation Engineering and how to lead a culture of innovation.