INNOVATION ENGINEERING®

Helping
organizations
ignite and
sustain a culture
of innovation.

EUREKA! RANCH®

HOW

Innovation is what keeps organizations alive.

But not everyone knows how to play a part in it.

Innovation Engineering® training offers programs for every level of employee so your organization can be aligned on a common approach to spark and act on new ideas.

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INNOVATION ENGINEERING®

What is a Culture of Innovation?

A Culture of Innovation 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. When leadership enables employees with strategic clarity, education, and ecosystem support, a transformation of mindset can be seen seen in the culture in as little as 6 months.

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

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

- **ALL of Your Employees are Innovating.** You are implementing up to 12 ideas per employee per year.

- **Everyone knows their Mission.** The opposite of a suggestion box, Innovation Missions align employees' ideas to leadership's priorities.

- **Employees have a common definition for innovation**, and a common language and structure for collaborating on new ideas.

- **Employee engagement skyrockets.** Employees consider the organization a better lace to work, and have higher respect for senior leaders.

- **Employees have their names on Patents.** Patents and intellectual property are part of the culture.

- **Your Offerings and Customer Solutions will be more Meaningfully Unique.** And when you offer a Meaningfully Unique experience to customers and stakeholders, they are willing to invest more.

- **Your Innovation Pipeline Expands.** Your organization has a pipeline of ideas for achieving your mission and exceeding your goals 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%.

We'll Meet You Where You Are

Every organization is at a different maturity level when it comes to a culture that embraces innovation. You may be at the very beginning starting from scratch to build processes and practices. Alternatively, you may have a well established innovation ecosystem, looking to turbo charge results with training and tools. Most organizations are somewhere in between, having tried some structured approaches to innovation and are looking for ways to improve ideas, speed up the development process, or get all the stakeholders speaking the same language.

Wherever you are on the journey, we'll tailor the training and activation game plan to meet your needs.

WHAT IS

INNOVATION ENGINEERING®

Innovation Engineering was chosen as the name for this curriculum 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.

Mission — Commercialize

Create — Communicate
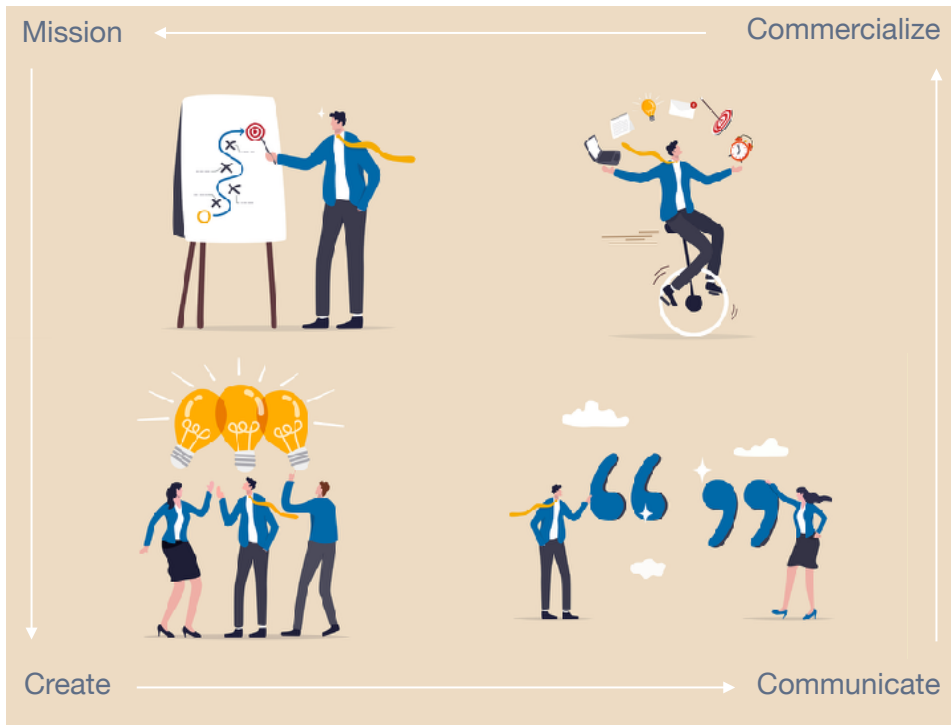
Innovation Engineering (IE) is an academic field of study and a business methodology. It's a complete systems-based approach to thinking of and acting on new ideas.

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

When IE is used to develop new products and services, they make it to market faster with reduced risk of failure.

When IE is used to solve everyday challenges, employees feel engaged and empowered to do great work.

The organizations involved have over

$19 Billion

worth of innovations in active development.

Since 2009 it's taught an estimated

40,000+ people

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

Innovation Engineering Curriculum. 48 Skills

Pioneered a New Field of Academic Study in 2006 taught at Universities as an Undergraduate Minor & Graduate Certificate

CREATE

helps you create ideas and solve problems.

Meaningful Uniqueness
Stimulus & Diversity
Exploring Stimulus
Create Sessions 1.0
Unrelated Stimulus
Patent Mining
Insight Mining
Market Mining
Advanced Create Methods
Future Mining
Wisdom Mining
Professional Grade Create

COMMUNICATE

helps you articulate ideas and strategies in a way that is impactful and gets people to take action.

Strategy Activation - Blue Card
Concept Writing - Yellow Card
Concept Improvement
Estimating Concept Value
Optimizing the Whole Concept
Concept Feedback Systems
Advanced Benefit & Proof
Oomph
Technology Translation
Meaningful Marketing Messages
Real World Communications
Proactive Selling Pitches

COMMERCIALIZE

helps you experiment, estimate, and create the logic and business case for ideas.

PDSA Plan, Do, Study, Act
PDSA - Best Practices
PDSA - Concept Prototypes
PDSA - Functional Prototypes
PDSA - Rapid Research
PDSA - Reducing Forecast Variation
Cost & Price Estimating
Business Models
Proprietary Protection
Organizing for Success
Business Opportunity Recommendation
Innovation Decisions & Recommendation

SYSTEM Driven LEADERSHIP

helps you see innovation as a system and build out a framework and culture that lives and breathes innovation every day

Appreciation for a System
Knowledge about Variation
Psychology
Theory of Knowledge
Strategic Alignment
Departmental Alignment
Rapid Research Operations
Rapid Research Analytics
Collaboration
Patent ROI
Diffusion of Innovation Mindset
Personal Leadership

What Makes It Unique?

1) University-Vetted. Real-world Applied.

Universities who teach Innovation Engineering for college credit.

THE UNIVERSITY OF MAINE · 1865
COASTAL CAROLINA UNIVERSITY
UNIVERSITY OF NORTH ALABAMA · 1830
University of Dayton
UNIVERSITY of HOUSTON
UNIVERSITY of LOUISIANA LAFAYETTE

A few of the corporations who have applied Innovation Engineering to solve critical challenges.

Humana
MEGGiTT
NIKE
CINTAS
KRAFT
AMERICAN EXPRESS
Disney INSTITUTE
Gillette
Frito Lay Good fun!
AT&T
Johnson&Johnson
hp
P&G
gsk GlaxoSmithKline
TOYOTA
solaris
BOSE
ConAgra Foods
Coca-Cola
and many more…

2) Develops Entrepreneurial Decision Making

Participants learn that success is about finding a solution that optimizes the whole, not any one part if an idea, product, or organization.

Customer & Their Problem
Promise
Price & ROI
Product & Production

3) Delivers Tangible and Measurable Outcomes

Students report a 70% improvement in confidence with innovation skills.

Cycles to Mastery Teaching Method is 4x more effective vs traditional methods.

28X Bigger Projects vs untrained
24X More Projects vs untrained

Speed to Market improved by 40%
Pipeline enriched by over 50%
Market Research savings of 70%

Kirkpatrick Model

Reaction
Learning
Behavior
Results

Based on outcomes from Innovation Engineering Mastery Course Participants
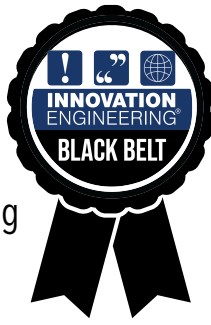
BLACK BELT

CERTIFICATION

INNOVATION ENGINEERING®

Innovation Engineering Mastery Program

Where leaders learn how to build lasting systems and run breakthrough projects

This program and certification give you the means and methods to build reliable systems that accelerate innovation within your organization. You'll build on the fundamental Innovation Engineering (IE) skills you learned during your IE Blue Belt certification work, applying advanced IE skills to case study based activities. Then you'll apply that knowledge directly to your role and organization with the one-on-one mentoring of your personal IE Black Belt coach.

Who Should Attend?

This program is a perfect fit for a leader who is responsible for transformational change to a product line, a business unit, or an entire organization. It's also well-suited for innovation leaders who work to develop specific ideas, manage a pipeline of ideas at various stages of development, and/or design the processes for the organization to follow when pursuing new ideas.

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!

REAL BUSINESS OUTCOMES

Participants complete six application projects during the program with one-on-one guidance from their IE Black Belt coach. These projects address real challenges their organizations face.

1. **Map Your Current Front End Idea System**

2. **Run a Formal or Informal Ideation Session**

3. **Execute Multiple Rounds of Concept Testing to Improve a set of Ideas**

4. **Build a Model for Estimating the Upside of Ideas in your Pipeline**

5. **Conduct a Trademark or Patent Evaluation for an idea you are pursuing.**

6. **Participants Choose ONE of the Following Concentrations:**
   - ‣ Customize the Workflows of Your Innovation Development System
   - ‣ Build an Actionable Innovation Strategy for multiple tiers of the organization.
   - ‣ Run an Innovation Training session for others in your organization.

CUSTOM COACHING

The first time you try something new is always the hardest. With one-on-one custom coaching you'll have the confidence and skill to successfully take that first step.

- ✓ **One-on-one coaching calls every 2-3 weeks with your personal coach.**
- ✓ **On the fly adjustments to tailor application projects to you and your organization.**
- ✓ **On call coaching to help you when you need it.**

WHAT PARTICIPANTS SAY

- *With these assignments I could get feedback on how to customize for our company's specific needs which was really valuable.*

- *I should say there were some moments that I became WOW, especially when I conducted an overview workshop with employees that they were not familiar with Innovation Engineering at all. It was amazing to see how they were fascinated that they created new ideas using 'unrelated' stimulus. I will remember this moment years from now.*

3 Flexible Formats

The Innovation Engineering Mastery with Black Belt Certification is offered 3 ways;

In Person

- 1.5 days of Video Cycles
- 3 days of in person Lab Cycles
- 12 months with Application & Reflection Cycles to certify
- Meet with IE Black Belt coach every 2-3 weeks after in person session

Virtual Cohort

- 1.5 hours of Video Cycles before each online meetup
- 16 instructor led meetups for Lab Cycles (2.5 hours each)
- 8 months with Application & Reflection Cycles to certify
- Meet with IE Black Belt coach every 2-3 weeks after online meetups

Online Self Paced

- 12 months to complete Video, Lab, Application, and Reflection Cycles to certify
- Work one-on-one with an IE Black Belt Coach with bi-weekly coaching calls
- Work at your own pace to fit within your schedule

How This Program is Taught. Patented Cycles® to Mastery Teaching Method

Using this method, participants learn by doing (and failing)! The instructor guides participants through a series of learning cycles. Each cycle has a built-in assessment, like a quiz or a feedback loop. And each cycle can be attempted an unlimited number of times in order to pass it. The results… 200-400% increase in learning compared with traditional classroom approach.

- _Video Cycles_ introduce learners to each of the 12 Skills covered in this class. Videos last on average about 7 minutes and are followed by up to three multiple-choice quiz questions, which learners must complete successfully before moving on to the Lab Exercises.

- _Lab Cycles_ where learners will apply what they learned in the videos to provided scenarios to bring the theory to life. They'll complete and submit their work (individually or with a group depending on the format) and receive grading and expert coaching from their instructor. When learners are applying these skills for the first time, they often fail. (A good lesson for all would-be innovators!) Which is why our instructors are there to give fast feedback, ideas, insights, and advice.

- _Application Cycles_ where learners will apply their learning to a real-world challenge. When it comes to learning and innovation, it all happens when you take action. Which is why we've created a collection of certification assignments that help learners connect the dots between real-world challenges and their new innovation skills.

- _Reflection Cycles are moments_ to step back and personally reflect on what they have learned during this program. We ask that participants to submit a "significant" reflection at the conclusion of the program work. This helps ensure they will continue to apply what they've learned in their work.

- _Certification_ is achieved when all of their work is approved 100% within the program duration.

Time Commitment: Approximately 75-90 Hours

Access to Tools = 12 Months Throughout the program, participants will get to leverage our cloud-based learning portal with bespoke innovation tools that they will use during their coursework.

Price: $9,000 per participant (+$3,000 for Fundamentals)

Innovation Engineering Mastery Program with Black Belt Certification

Create Your Own Innovation Leadership Portfolio

Throughout the program 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:**

- 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

- Rebuilding the "Fuzzy Front End" to help teams build better ideas faster and easier.
- 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

FAQs

Q. How long does it take to complete?

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

Q. What are the course requirements?

A. Participation in the Innovation Engineering Fundamentals course is a required prerequisite for Mastery. Mastery participation requires access to the internet and an electronic device (phone, tablet or computer).

Q. I've never taken Fundamentals. Can I still register?

A. If you are planning to take the online asynchronous version of Mastery, you can get started today. You'll begin with the Fundamentals module followed by Mastery. If you are interested in participating in a private cohort or in the public cohort the answer is "Yes," but you need to complete the Fundamentals module in advance. We suggest giving yourself 2 months to complete it. The cost for Fundamentals is $3,000 per participant.

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 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 get a promotion / better job because of this program?

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 program 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 position.

Q. Is it worth $9,000?

A. No. It's worth more than $90,000+. Check out the 10 minute video: 10 reasons why Black Belt is worth 10x what you pay at eurekaranch.com/information-session-registration-10-reasons/

What Participants Say

SINCE WE'VE DONE (IE) WE'VE SEEN IMPROVEMENTS ON OUR FACTORY FLOOR AND IN OUR PRODUCT DEVELOPMENT.

BILL MATTHEWS, CHIEF EXECUTIVE OFFICER, WORKSITE LIGHTING

WE NOW HAVE A VERY INCLUSIVE WAY OF ACTUALLY CARRYING OUT INNOVATION… THINGS WE WOULD NEVER HAVE COME UP WITH OURSELVES.

BRAEDA MOORE, TECHNICAL DIRECTOR, TE LABORATORIES

I'VE LEARNED THE IMPORTANCE OF RIGOR AND ENCOURAGING OTHERS BUT THROUGH THE LENS OF A BLUE CARD AND SETTING CLEAR ORGANIZATIONAL STRATEGY.

JAIME MATYAS, CEO, STUDENT CONSERVATION ASSOCIATION

WHAT MAKES IE DIFFERENT IS THAT IT'S CLEAR THAT THE METHODS AND TOOLS TAUGHT ARE CRAFTED BY PEOPLE WHO'VE ACTUALLY DONE IT. IT'S CLEAR, IT'S DOCUMENTED, IT'S RELIABLE, IT WORKS.

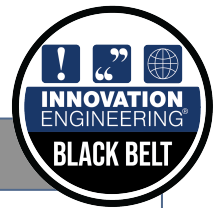**MIKE SIROIS, CHIEF INNOVATION OFFICER, HIGH LINER FOODS**

WE ARE NO LONGER SPORADIC INNOVATORS. WE ARE SYSTEMATIC INNOVATORS.

JOSEPH OWENS, MANAGING DIRECTOR, CLADA WATER

IE Mastery Program & Black Belt Certification

2024 Annual Public Virtual Cohort - Key Dates

Contact Us About a Private Cohort!

Key Dates	Description
By Wednesday, Jan 24th	• Complete Fundamentals Review Modules for non Blue Belt participants only (~5 hours)
Required Between Meetups	• Watch pre-work videos (~30 min) • Plan for application assignments (~30 min)
Meetup Details	• All Meetups will take place on Zoom from 10:00am - 12:30pm ET
1. Wednesday, Jan 24th	**Introductions, Program Overview, and Expectations**
2. Wednesday, Jan 31st	**System Thinking**
3. Wednesday, Feb 7th	**Collaboration and Ideation**
4. Wednesday, Feb 14th	
5. Wednesday, Feb 21st	**Rapid Research & Data Driven Decision Making**
6. Wednesday, Feb 28th	
7. Wednesday, Mar 6th	**Forecasting Innovation ROI**
8. Wednesday, Mar 13th	
9. Wednesday, Mar 20th	**Investing in Intellectual Property**
10. Wednesday, Mar 27th	
11. Wednesday, Apr 3rd	**Innovation Pipeline and Development System**
12. Wednesday, Apr 10th	
13. Wednesday, Apr 17th	**Driving Strategic Alignment & Building the Innovation Mindset**
14. Wednesday, Apr 24th	
15. Wednesday, May 1st	**Building the Innovation Mindset**
16. Wednesday, May 8th	**Personal Leadership Development**
May 8, 2024 to Jan 24, 2025	• Select One-on-One Monthly Coaching Calls from Schedule Block • Work on Lab Assignments and Application Projects
By Friday, **January 24, 2025**	• Complete All remaining Lab Assignments • Complete All Application Projects
Upon Completion	**IE Black Belt Certifications will be Awarded**

HISTORY

1986

Eureka! Ranch, originator of Innovation Engineering, 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.

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.

2006

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. It also encompasses 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 AND what to do next - to make the idea a reality.

While on campus, Doug found that the preacher teacher approach (lecture plus a test) did not work for this curriculum, and results varied from professor to professor. That's when we developed the patented *Cycles to Mastery*® teaching method. Using this method , the instructor guides the student to learn skills through a series of learning cycles. Each cycle has a built-in assessment like a quiz or instructor feedback. And each cycle can be attempted an unlimited number of times in order to pass it. A student may try a Lab 4 times before passing it. They learn the skill AND they learn to become comfortable with the act of trying, failing, adapting, and trying again. The student can't be certified until all their work is approved 100%. No final test needed. That's what we mean by Cycles to Mastery.

2020

We use the exact same teaching approach as we take the skills to companies as professional development. We're making it easier for everyone across the company from the front lines to CEO to learn and apply innovation skills with multiple levels of learning and certification. We have 100s of micro-lessons, tools, badge courses, and certifications programs that can be customized and plugged into your LMS, or you can link to our platform.

Our courses and tools are housed within a cloud based Innovation Hub called *Jump Start Your Brain*. 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.

To Learn more visit **https://eurekaranch.com/ or contact:**

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