Jump Start Your Brain®

Innovation Engineering®

FUNDAMENTALS

with Blue Belt Certification

EUREKA! RANCH®

HOW

Innovation is the business triple threat. It can help your company thrive. It helps your career soar. It creates better solutions to solve the world's problems.

But not everyone knows how to do it.

Learn the innovation life skills that will help you to transform your career, company, & community.

Innovation Engineering Blue Belt Program

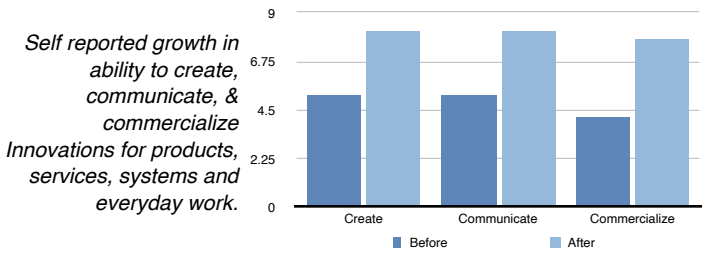
Techniques and tools to transform how leaders and teams work together to accomplish goals smarter, faster, and more innovatively

In this course and certification program you'll learn to create, communicate, and accelerate ideas for anything - no matter what your role in the organization is. AND you'll apply them to your current work to get an immediate impact.

Fast Results. The Innovation Engineering Blue Belt program uses a patented teaching method, Cycles to Mastery®. The approach ensures each person masters every skill and uses what they learn to tackle a real work challenge while getting regular 1:1 feedback from a professional innovation coach.

The Double Bottom Line.

1) A recent study showed the average leader during the course works on a project worth more than 5x the cost of the course.
2) Leaders that implement the skills with teams make ideas happen 6x faster.



Who should attend? This course is designed to enable anyone who manages people or projects. Previous participating organizations tell us it is the perfect course to develop the next generation leaders within your organization.

> *"Overall, I learned more than I expected from the course and I felt I achieved the objective of learning a pragmatic, usable set of techniques that I can apply immediately.*

In this course and certification program

LEADERS LEARN HOW TO:

Create Great Ideas.	Learn how to create 8X more ideas than traditional brainstorming.
Persuade Others.	Learn how to help others see your idea as you see it to get buy in from stakeholders and customers.
Ship Ideas Faster.	Learn how to implement new solutions and ideas faster using a new work process for development.
Jump Start Your Work.	Learn how to jump start your projects using new tools for estimation, collaboration, and prototyping.
Foster Collaboration.	Learn how to lead and equip your team to create fresh solutions.
Set Strategy into Action.	Learn how to identify & communicate the right problem-solving strategy to set your staff up for success.
Build Culture.	Learn how to enable employees, give motivating feedback and provide direction to focus their work.
Get Better Solutions out of your Team.	Learn how to jump start your team's thinking and get them to give you concise ideas with clear next steps.

Read 3,000+ Reviews

3 Flexible Formats

The Innovation Engineering Blue Belt Program is offered 3 ways; online self paced, as a virtual cohort, or as an in-person training event.

Private cohorts can be run for groups of 8 or more.

In Person Cohort

- 1/2 day of Video Cycles
- 2 days of in person Lab Cycles (Fundamentals Class)
- 60 days with Application & Reflection Cycles to certify

Virtual Cohort

- 1 hour of Video Cycles before each online session
- Four 4-hour online sessions of Lab Cycles
- 60 days with Application & Reflection Cycles to certify

Online Self Paced

- 6 months to complete Video, Lab, Application, and Reflection Cycles and certify
- Work one-on-one with online coach

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 feedback loop, like an auto-graded quiz or human graded assignment. And each cycle can be attempted an unlimited number of times in order to pass it. The results… 200-400% increase in learning compared to a 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 Cycle.
- *Lab Cycles are where* learners practice what they learned in the videos, unrelated to their own organization, to bring the theory to life. They'll complete and submit their work 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, and advice.
- *Application Cycles* are where learners will apply their learning to a real-world challenge of their choice. 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 their 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 course. We ask that participants to submit a "significant" reflection at the conclusion of the coursework. 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 course duration.

Time Commitment: Approximately 24-30 Hours

Access to Tools = 6 Months. Throughout their course, participants will get to leverage our JumpStartYourBrain cloud-based learning portal with bespoke innovation tools that they will use during their coursework.

Price: $3,000 per participant

Participants Complete a Comprehensive Project

to Earn IE Blue Belt Certification

Deliverables of the Project Include

1. A Clearly Defined Innovation Mission
2. 5-10 Possible Ideas to address the Mission
3. Top Idea Defined
4. Top Idea's Impact Forecasted
5. 3 Documented Cycles to De-Risk Top Idea

Participants walk away with a fully defined Certification Report

EXAMPLE: Projects that Previous IE Blue Belts Have Worked on…

- **A system to reduce errors in a woodworking shop**
- **An improved system for gathering ideas & filing patents**
- **A better employee on boarding process**
- **A reinvented check-in process for a hotel**
- **A software solution taken to a new market**
- **A personal coaching service**
- **Visioning for a new community center**
- **A reinvented construction tool**

FAQs

Q. How long does it take to complete?

A. FOR THE VIRTUAL COHORT and IN-PERSON VERSIONS, you'll spend about 4 hours watching video lessons before attending the live 2-day in-person training or 4 half-day virtual sessions (which are scheduled no more than one week apart). You'll then have 60 days to complete the certification work to get your Innovation Engineering Blue Belt Certification. It is recommended to set aside 10 hours after class to complete the certification.

FOR THE ONLINE VERSION, we recommend you spend 30 minutes per week day working on the course. Based on that you can expect it to take about 3 months to complete the course and certification. You have a total of 6 months to complete this course.

Q. Who should participate?

A. This course is designed for anyone that wants to start improving their sphere of influence, no matter their background or expertise. The groups we tend to see more often are rising leaders, engineers, and logical thinkers, and organizations trying to create a culture of innovation.

Q. What are the differences between the course formats?

A. The material and Cycles to Mastery teaching method is the same with each format; online, virtual cohort, and in-person. However, there is an instructor guiding a team of 8 or more through the skills during the virtual cohort and in person formats. The entire group works through the skills at the same time, collaborating on the Lab Cycle assignments. So the class will see the full set of skills within 2 days or 4 half day virtual sessions. Participants then go back and revisit each skill afterwards to re-submit coursework until each skill is mastered. The online, self-guided, course operates differently. The participant actually gets a chance to master a single skill before moving on to the next skill.

Q. What topics will I work on in class?

A. During Lab Cycle assignments, you will be given scenarios to work with. The scenarios are simple, and are designed to be accessible to all participants no matter their background. During Application Cycles, you get to choose the topics. We encourage participants to work on what is most meaningful to their life and work. Most tackle real challenges they face in their job.

What Participants Say

I SEE EXCITEMENT FROM PEOPLE … YOU HEAR THEM TALKING ABOUT PROJECTS WE'RE NOT WORKING ON, SAYING, 'HEY, I WAS THINKING ABOUT THIS THE OTHER WEEKEND. IT WOULD BE REALLY NEAT IF WE COULD...' IT'S GETTING EXCITEMENT WITHIN THE ORGANIZATION - WE SEE THAT WE'RE GOING SOMEWHERE."

JIM HLEBOVY, MANAGER OF PRODUCT ENGINEERING, GEBAUER

IT'S GIVEN US A STRUCTURE FOR INNOVATION. AND WE DIDN'T HAVE THAT. DECISIONS ARE MADE ON THE BASES OF SCIENTIFIC FACT OR CUSTOMER INPUT RATHER THAN GUT FEELING.

FIONA BEDINGTON, DESIGN ENGINEER, FAST ENGINEERING

I have embraced and studied project based learning and design thinking. This course has so many useful aspects that will enhance and complement PBL and the design thinking process already in place at our school.

My initial goal in taking this course was to improve my critical thinking processes and to find creative ways to be creative. I think in many aspects I have exceeded my goal. As far as critical thinking skills, plan-do-study-act has really helped me take the emotion out of decisions by breaking complicated and monumental tasks (in my head) into small actionable tasks that I can evaluate and quickly pivot if necessary. In the past I would often get overwhelmed if I started getting into new territories I have not dealt with but now I can successfully navigate uncharted waters and do it confidently.

The biggest learning,I have had is HOW to structure all the communication that needs to take place within the organization. We now have a blueprint on how to not only communicate strategies and objectives clearly across the organization, we also have a method to capture ideas in a much clearer way and evolve them more efficiently and with lower risk.

This has taught me that with the right systems and cycles, anyone can be creative and not only generate new ideas... but actually execute them.

My biggest take away from this course is that in order to innovate, you are going to fail. It's part of the process to doing something better. It demystified the word innovation itself.

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 EurekaRanch.com or contact:

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