

## CERTIFIED PROFESSIONAL INNOVATOR PROGRAM

This program is designed to develop highly practiced innovation leaders. It will provide the necessary tools and techniques to stimulate and manage innovation. Leaders will be given frameworks and methods for strategizing, developing, and implementing innovative solutions. The aim of the program is to provide leaders with the perspective and skill base necessary to manage breakthrough innovation-focused projects, people, and ventures.

### Program Description

The program will emphasize how innovation tools and methods can be successfully employed in real work environments. It will consist of several basic components which include:



A 12-week cohort type online program, with specific curriculum for each week (Participants can work both independently and collaboratively)



Bi-weekly group coaching and teleconferences throughout the 12-week program to build on momentum, keep participants focused and projects moving along, and help participants develop a proof of concept/prototype



Innovation Leadership Assessment



Project review teleconference where participants present a venture capital committee style short pitch summarizing their innovation project, its progress, key insights, and future plans



14 instructional videos and self-paced modules about the fundamental innovation principles, method, and process



A CPI workbook for the 14 video modules

Each segment of the program is designed to engage leaders in action-based learning experiences and to develop real expertise in innovation. In this rigorous, multi-media program, you will explore and master research-proven and real world-tested methods in a minimal amount of time.

## Program Format

In this unique program, participants will complete distance learning assignments and collaborate with peers in online communities of practice. Throughout the program you will develop, refine, and implement a customized plan to bring about a significant innovation initiative at your organization. Participants will spend an average of three hours per week on program activities when not on site.

## Who Should Attend

- Proven leaders looking to define the next chapter for their organization and their career
- Professionals such as doctors, scientists, and engineers who see opportunities in their profession and want the business savvy to take good ideas to commercial reality
- Managers who are yearning for the credibility and toolkit to channel their expertise toward more creative, value creating, and game-changing business pursuits

## Key Program Elements

- Selecting and assessing high potential innovation leaders
- Diagnosing an organization's innovation culture and competency
- Developing an innovation strategy
- Building a high performing innovation team
- Launching innovation projects and teams
- Jumpstarting processes
- Gaining buy-in for solutions
- Synchronizing growth opportunities and organizational practices

## Action-Based Components

- The Innovation Leadership Assessment will help you identify areas in need of innovation and the capabilities you have to bring about change.
- You will bring a formidable challenge or ambitious opportunity from your organization and work closely with faculty and peers to develop a comprehensive plan to realize change. You will have the support and input of faculty and peers as you begin to implement your plan and emerge fully prepared to carry out the initiative over time to great effect.





## Program Details

### 12-Week Curriculum

- Complete the online Innovation Leadership Assessment
- Watch all 14 videos and complete downloadable modules
- Identify a suitable innovation focused project or initiative
- Develop a challenge statement for an innovation focused project or initiative

### Curriculum Content

#### The Fundamentals of Innovation

- Overview of the Innovation Genome
  - Syncing up the generative forces at all three levels: Strategy, Organizational Culture and Competencies, and Leadership
- Diagnosing Your Innovation Leadership Style
  - Current and desired states for program participants
  - Identify innovation themes and hotspots
- Innovation Processes and Measurement
  - Effective use of divergent and convergent processes
- How to Get Buy-in
  - Eliciting sponsors and getting resources to push innovation through
- Collaborative Innovation
  - Finding new sources of innovation in a changing world

#### Setting High-Quality Targets

- Developing a viable strategy for innovation
- Creating a shared vision

#### Enlisting Deep and Diverse Domain Experts

- Identifying and enrolling innovation team members
- Building a high-performing innovation team

#### Taking Multiple Shots on Goal

- Jumpstarting processes and innovation solution selection techniques
- Gaining buy-in for solutions

#### Learning from Experience and Experiments

- After action reviews
- Socializing and institutionalizing innovation projects and initiatives

#### Action Planning

- Develop action plans for the next 3 months
- Launch project and teams



## Program Details

### Coaching

- The 12-week program comes with bi-weekly group teleconferences so that faculty and colleagues can provide guidance and feedback on innovation projects and initiatives.

### Final Project Review (Video conference at the end of the 12-week program)

This is a venture capital committee style short pitch summarizing your innovation project or initiative, its progress, key insights, and future plans.

The criteria for these innovation solutions are as follows:

- Does it provide a viable solution to the challenge?
- Is it feasible given the capabilities and resources of the organization?
- Does it provide a creative and unique approach to the challenge?

**All work will  
be due at  
the time of  
your final  
presentation**

### Required Materials

- *Making Stone Soup: How to Jumpstart Innovation Teams* by Jeff DeGraff
- *Certified Professional Innovator Workbook* by Jeff DeGraff

## Program Faculty

Jeff DeGraff is both an advisor to Fortune 500 companies and a professor at the Ross School of Business at the University of Michigan. His simultaneously creative and pragmatic approach to making innovation happen has led clients and colleagues to dub him the “Dean of Innovation.” He has written several books, including *Creativity at Work*, *Leading Innovation*, *Innovation You*, and, most recently, *Making Stone Soup*. Jeff’s thoughts on innovation are covered by Inc., Fortune, and Psychology Today to name a few. He has a regular segment on public radio called *The Next Idea*. His new book, *Innovation Code: The Creative Power of Constructive Conflict* will be published in July 2017.



**“Our system is built on the idea that every organization has within it the ability to solve its own problems.”**

– Jeff DeGraff, Professor, University of Michigan and Founder of the Innovatrium

## Certification

Pending a satisfactory faculty review, a Certified Professional Innovator certificate will be issued by the *University of Michigan College of Engineering*.