

## **PART 2: TRAINING PROGRAMME DETAIL**

### **Section A: Course Details**

1.	Course Title	Remote Innovation Certification
2.	Type of Course	Non-technical
3.	Training Methodology	<p>An intense, 5-day training course where participants will learn the essentials of innovation. The participants will work effectively in remote innovation teams. They will be provided with the tools they need to help solve tough innovation challenges and to work remotely.</p> <p>The course can also be delivered in-person with the presence of the Trainer in-person delivering the course.</p>
4.	Skill Area	Innovation and business development
5.	Duration (Days)	An intense 5-day (45 hours) certification program.
6.	Level of Certification	<p>5-Day Remote Innovation Certification of Completion</p> <p>Optional: With 1 more day of training on innovation portfolios and testing an ISO recognized Innovation Certificate</p>
7.	Certification Body (If Applicable)	<p>5-Day Remote Innovation Certification of Completion will be issued by Fast Bridge Consulting. The certification in remote innovation management is being offered by Bryan Cassady, founder of Fast Bridge Consulting. Bryan is a professor of Innovation management at EDHEC. EDHEC is the highest rated MBA program in Entrepreneurship in Europe.</p> <p>Optional Certification: The program has been developed according to the ISO standards. With an additional (optional) day of study of innovation portfolio management, students will receive an ISO 56002 certificate of Innovation management. Link: <a href="https://www.iso.org/standard/68221.html">https://www.iso.org/standard/68221.html</a></p> <p>Optional Certification: There is also an opportunity to get an additional IAOIP certification after passing a written exam. Details: <a href="https://iaoip.org/certification/">https://iaoip.org/certification/</a> (ABOUT IAOIP With over 3000 members in 100+ countries, the International Association of Innovation Professionals (IAOIP) is the world's only Innovation Certification Body, and fully networked community to deliver Innovation tools and collaboration across nations, industries, governments, and academia</p>

		<p>Bryan Cassady is on the Education and Certification boards at ISPIM (the leading innovation management group in Europe) and IAOIP. This document shows how the course content maps to the body of knowledge developed by both organizations:</p> <p><a href="https://www.dropbox.com/s/rx9ds5u9jeyyaxg/EDHEC%20Course%20%20coverage%20Body%20of%20knowledge.pptx?dl=0">https://www.dropbox.com/s/rx9ds5u9jeyyaxg/EDHEC%20Course%20%20coverage%20Body%20of%20knowledge.pptx?dl=0</a></p>
8.	Course Overview	<p>Provide <b><u>comprehensive overview</u></b> of the programme which also includes the following information:</p> <ul style="list-style-type: none"> <li>• <u>The value to the industry:</u> Innovation is a key need of companies in all countries and industries. The content of this course is based on research done with over 400 companies to identify the skills employees need to build, test and grow innovations.</li> <li>• <u>How well is this programme recognised by the industry.</u> 37 international companies have said they are ready to hire students with certifications and other appropriate skills.</li> <li>• <u>Justification for the training based on the identified skills gap.</u> <ul style="list-style-type: none"> <li>• Companies want employees that have theoretical understanding , but also hands-on experience. This program provides the required theory and hands-on experience in an intense 5-day program.</li> </ul> </li> <li>• <u>How many future workers does the employer need?</u> <u>Hundreds</u></li> <li>• <u>What are the details of the job requirement?</u> Locally, many jobs are available in innovation. Internationally, companies are looking for employees that offer the following           <ul style="list-style-type: none"> <li>• A proven expertise in Innovation</li> <li>• A proven expertise to work in remote teams</li> <li>• An understanding of the basics of design sprints</li> <li>• Fluent English</li> </ul> </li> </ul>

9.	Prerequisites	<p>Fluent English (spoken and written)</p> <p>At least 2 years of University education</p> <p>Pass a 20 minutes application.</p> <p><a href="https://forms.gle/tjiBpS5qMgadMrH1A">https://forms.gle/tjiBpS5qMgadMrH1A</a></p>
10.	Course Objective	<p>This course will give students a short, intense introduction to the process of building bigger ideas faster. They will also learn to work together to create a powerful and effective business proposal.</p>
11.	Learning Outcome	<p>After having taken this course, participants will be able to/are expected to know or understand (knowledge-based outcomes)</p> <ul style="list-style-type: none"> <li>• Understand the best practices of idea development, and be able to present these ideas</li> <li>• Have a hands-on understanding of 3 important business frameworks: JTBD (Jobs to be done), Lean Start-up and Business model Innovation</li> </ul> <p>More specifically, participants should be able to (skill- and competency-based outcomes)</p> <ul style="list-style-type: none"> <li>• Able to use the following tools to clarify and build ideas: TRUE NORTH, Spark Decks, The 4Ps, Effective problem definition</li> <li>• A better understanding of how to better collaborate in groups to build ideas together</li> </ul>
12.	Course content	<p><b>Please refer to Attachment I</b></p> <p><b><u>Day 1 Intro + Alignment</u></b></p> <p><u>Readings</u>  Cycles Introduction + Alignment  Summary: Lean Startup  Summary: Competing Against Luck</p> <p><u>Work in groups</u>  Exploring your hunches with JTBD  Decide on a project - Write TRUE NORTH</p> <p><b><u>Day 2 Building Ideas</u></b></p> <p><u>Readings</u>  Cycles: Build Section  Summary : Jump Start your Brain</p> <p><u>Work in groups</u>  Build a spark deck  Individual brain writing  Group Idea building session</p>



		<p><b><u>Day 3 Communicating/ Checking Ideas</u></b></p> <p><u>Readings</u>  Cycles: Communicate/Check Section  Article: Cognitive Biases and Design Research  Video: The Mom Test</p> <p><u>Work in groups</u>  Rebuild/extend ideas/ Concepts + Testing  1 Minute Video</p> <p><b><u>Day 4 Systems Thinking + Business model design</u></b></p> <p><u>Readings</u>  Cycles: Systems Section  Article: The St. Gallen Business model navigator</p> <p><u>Work in groups</u>  System analysis: what is your business  Death threat analysis  Business model + Pitch</p> <p><b><u>Day 5 Pitching Ideas</u></b></p> <p><u>Readings</u>  How to Pitch  3 Pitch Videos</p> <p><u>Work in groups</u>  Work on pitches, get feedback from other groups</p>
13.	Learning Activities	<p>The schedule each day is the following</p> <p>A 1.5-2 hour lecture</p> <p>Work in groups</p> <p>Meeting with a mentor</p> <p>More work in groups</p> <p>Delivery of daily assignment</p>
14.	Target Group	<p>Executives and above with at least 2 years of University education, across all industries.</p>

#### Section B: Trainers

1	Trainer's Profile	The lead trainers would be Bryan Cassady and Carol Wong
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## Attachment I

### COURSE CONTENT / HOURS

Day	Core content	OBJECTIVES	OUTCOMES (Work in groups)	HOURS				
				Videos+ prework	Lecture	Mentoring	Group work	Total
1	Intro + Alignment	Understand how to build organizational alignment and write an innovation project mission that has a high odds of success	Exploring your hunches with JTBD Decide on a project - Write TRUE NORTH	2	2	1	4	9
2	Building Ideas	Understand the core elements and methods to build ideas	Build a spark deck Individual brain writing Group Idea building	2	2	1	4	9
3	Communicating/ Checking Ideas	How to communicate, test and evaluate innovations	Rebuild/extend ideas/ Concepts + Testing 1 Minute Video	2	2	1	4	9
4	Systems Thinking Business model design Pitch Training	The basics of systems analysis and innovation project management	System analysis: what is your business Death threat analysis Business model + Pitch	2	2	1	4	9
5	Final Pitches	How to clearly communicate and pitch innovation ideas	Work on pitches, get feedback from other groups	2	2	1	4	9