



INNOVATION MANAGEMENT CERTIFICATION

POSTGRADUATE EXECUTIVE EDUCATION + PROFESSIONAL DEVELOPMENT

WHO IS NEWNORTH?

We exist to realize the continual potential of West Michigan's future through innovation. We believe in the value of disciplined creative systems and want to help companies, organizations and government embed repeatable innovation processes within their teams. We offer learning experiences, practical resources and strategic services based on the discipline of design thinking. In short, we teach people to solve complex problems.

NewNorth is a non-profit, hybrid education and business institution. We're located in Holland, MI; our clients and students are nationwide, although we maintain a specific focus on building Michigan-based organizations.

We offer:

"Unconsulting" + Custom Projects

Customized, intensive (1 to 5 day), project-based engagements that guide and teach a team a systematic, repeatable approach to problem solving and design.

Learning Experiences

Long- and short-format learning experiences, including Innovation Management Certification (25 weeks) and workshops (0.5 to 5 day)

Community Impact Projects

Projects developed in partnership with NPOs, community objectives and other social impact organizations. Design research and design sprint sessions.

We are focused on helping individuals, teams and corporate leadership move beyond personal preferences and theories of invention and into practical application of innovation processes and commercialization. Our pedagogy is one of engagement, healthy critique and competition.

Our team approaches the process of facilitation, teaching and development with a unique combination of humbleness and confidence. We love people, and in particular the challenges we all face as we attempt to innovate, create and develop the future. Our adjunct faculty team has similar traits; all are veterans of corporate and startup development. NewNorth hand selects from this group to augment our clients' needs and schedules. Involvement with our adjunct varies by their relevance to the sessions and availability.

The Center for Applied Innovation & Design (d/b/a NewNorth) is a registered 501(c)3 nonprofit (EIN 27-0440934). We have a Board of Directors that provides advice and oversight.

<i>John Berry</i>	<i>Director, Design Thinking Initiative, Grand Valley State University</i>
<i>Jim Brooks</i>	<i>Principal, Brooks Capital Management</i>
<i>Craig Hall</i>	<i>Principal, Lee Shore Enterprises</i>
<i>Mark Lancaster</i>	<i>President & CEO, EmploymentGroup</i>
<i>Joe Levan</i>	<i>Partner, Varnum LLP</i>
<i>Bruce Los</i>	<i>Principal, softArchitecture</i>
<i>Randy Tallman</i>	<i>EVP/COO, The Stow Company</i>
<i>Michael Warsaw</i>	<i>Vice President of Global Design and Innovation, Haworth</i>
<i>Nate Young</i>	<i>Senior Vice President of Design and Innovation, Newell Rubbermaid</i>

IMC GOALS & OUTCOMES.

NewNorth believes that design thinking can solve complex, multifaceted, systemic problems and challenges in a variety of organizations. Large businesses, small businesses, consultancies, startups, nonprofits and municipal entities have all benefited from IMC - and from learning from each other. We have created a unique executive education and professional development experience that ensures that individual participants are able to demonstrate the skills required for effective innovation - whether leading or participating on teams. Together with your cohort, you will learn the principles, mindsets, processes and tools of human-centered design and how to apply them in your context.

THE IMC EXPERIENCE.

Each session provides a mix of subject matter, presentation, participation and interaction. Forrest Large, NewNorth's Program Navigator, will be your guide throughout IMC, with other NewNorth team members, adjunct faculty and special guests involved, as well.

Each class will begin and end at NewNorth's studio in Downtown Holland. A continental breakfast and coffee is always available, as are lunches. Transportation for off-studio activities will be provided. Class is held one day per week, beginning at 8:00a and typically ending at 4:00p. Occasional off-hours assignments and reading (books and materials provided) will be required. Your cohort will communicate via a private Basecamp project (online collaboration tool) and resources, photos and some slide decks from classes will be posted, as well.

Your cohort.

Cohorts include a minimum of 6 participants but do not exceed 12 participants. NewNorth designs each cohort so that a variety of organizations and business, including for-profit, non-profit, education, startup, individual consultants and those from large corporate environments.

The cohort collectively decides the level of confidentiality at the beginning of the course. NewNorth will not intentionally place obvious competitors together in the same cohort.

The content.

NewNorth blends the *Philosophy*, the *Principles*, and the *Practice* of complex problem solving, design and innovation. We want our graduates to understand how to apply design thinking to solve problems and objectives at hand, to understand the mindsets (and shifts) necessary to understand challenges and to know the tools available (and in what order to use them).

Experiences.

Our team works hard to design interesting, thought-provoking experiences, field trips, challenges and activities that help you and your cohort move beyond theory to practice. We work to reinforce and demonstrate the content and toolbox in a way that bonds cohorts and creates unique, valuable memories.

Deliverables.

At the end of each trimester, we design experiences that will help you internalize your thinking and progress. IMC 301 is designed with a focus on a specific project application in your organization. Consider it your thesis. While "thesis" may be more a more academic term than necessary, you and your cohort will draft thesis statements that are directly related to a problem, product, business model or opportunity within your business or organization. NewNorth will work with you, your

organization/sponsor and your team to create a relevant, valuable and actionable thesis statement.

Your IMC experience culminates with a thesis presentation to the NewNorth Board of Directors, our team and your cohort, in preparation for you to present back to your organization.

ALUMNI.

When you graduate IMC, you become part of the NewNorth alumni community, a growing group of over 100 professionals representing a variety of leading businesses and organizations across the country. NewNorth facilitates social and continuing education opportunities to reinforce your IMC experience and to learn new tools and content.

We keep an open-door policy with all of our alumni, allowing them to access our team, facility and services when their IMC experience is finished.

COST.

Full Rate: \$18,000/student

When possible, we encourage organizations to send two participants at the same time; we believe that it enhances the experience and provides a greater value for the sending entity. To help facilitate this philosophy, we offer a reduced double rate of \$30,000 (two students).

Non-profits and educational institutions may qualify for a reduced rate of \$12,000. In addition, a limited amount of full scholarships are typically available. Please contact NewNorth for additional details.

CLASS SCHEDULE.

The program consists of trimesters (6-10 weeks each), with short breaks in between each trimester. We highly encourage attendance at all sessions, although we understand that the realities of schedules do not typically permit full attendance; attendance of the entire cohort at the first session of each trimester, and the final session of 101 and 301 is preferred.

IMC Group 18 / May 2016

Thursday Sessions

101 Class Sessions

May 19, 26

June 2, 9, 16, 23, 30

July 14, 21, 28

201 Class Sessions

September 8, 15, 22, 29

October 6, 13, 20, 27

November 3, 10

301 Class Sessions & Open Office Days

January (2017) 5, 12, 19, 26

February 2, 9, 16, 23

March 2, 9

CONTACT.

Feel free to contact Jason at NewNorth with any questions regarding IMC.

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Our studio is located on the corner of College and 8th Street, above Kilwins. Our door is on College, almost directly across from New Holland Brewery's back patio.