

INNOVATION METHODS CERTIFICATION

PROGRAM OBJECTIVE

This series of creative process courses ensures individual participants can demonstrate the skills required for effective innovation – whether leading or participating on teams.

COURSE DESCRIPTIONS

101: Process of Innovation

Understand the fundamentals of innovation and how it manifests itself in people, processes and companies.

- Semantics
- Context
- Innovation Teams
- Constraints
- Innovation Assessment
- Creative Flow
- Visual Communication
- Narrative
- Promoting Innovation

201: Character of the Innovator

Deconstruct the components involved with innovation leadership. Delve further into context, observation, and connectivity. Also explore real-world examples in use today.

- Adding 'You' to Innovation
- Observationalism
- Development Models
- Building Inventory
- Connecting to Resources
- Appeal
- Customer Expectations
- Random to Relevant
- Case Studies

301: Innovation Applied

Taking what has been learned in courses 101 and 201 and applying it to an individual's own business environment.

- Overview and Thesis Outline
- Innovation Process
- Strategic Alignment Process
- Industry Foresight
- Customer/Consumer Insight & Midterm Review
- Core Technology & Core Competency Assessment
- Organizational Readiness Assessment
- Implementation Plan
- Thesis Final Preparation
- Thesis Review and Graduation

PARAMETERS

The program consists of three consecutive sessions spanning one year
Each session is 10 weeks long and occurs during a NNC trimester (session)

- Spring Session: January - April
- Summer Session: May - July
- Fall Session: September - November

Each 10-week session includes:

- Physical attendance one day per week
- Potential homework
- Off hour projects
- Meetings with course leaders
- Interaction with team of participants
- Working with electronic communication & documentation systems
- Each session will provide a vibrant mix of subject matter; presentation, participation and interaction
- NewNorth staff and faculty as well as special guests will be involved

Certification occurs after completion of all three sessions in succession

PARTICIPANTS

Middle management to executive leadership (depending on scale of organization)

Class minimum of 6 participants but not to exceed 12 participants

COST

\$21,000 for full program and certification

NewNorth Center requires 20% deposit at time of sign up with the remainder to be paid within 60 days of class commencement.

CONTACT

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COURSE SCHEDULE

Group January 2012

Tuesday Sessions

January 17, 24, 31
February 7, 14, 21, 28
March 6, 13, 20
May 15, 22, 29
June 5, 12, 19, 26
July 10, 19, 24
September 11, 18, 25
October 2, 9, 16, 23, 30
November 6, 13

Group May 2012

Thursday Sessions

May 17, 24, 31
June 7, 14, 21, 28
July 12, 19, 26
September 13, 20, 27
October 4, 11, 18, 25
November 1, 8, 15
January 17, 24, 31
February 7, 14, 21, 28
March 7, 14, 21

Group September 2012

Wednesday Sessions

September 12, 19, 26
October 3, 10, 17, 24, 31
November 7, 14
January 16, 23, 30
February 6, 13, 20, 27
March 6, 13, 20
May 15, 22, 29
June 5, 12, 19, 26
July 10, 17, 24



NewNorth Center
DESIGN IN BUSINESS

NewNorth Center is a non-profit, hybrid educational and business institution. The Center specializes in immersive skills training, research, executive education courses, custom interchange, regular workshops, in-depth seminars, and an annual Design in Business Summit.

Our portfolio will feature design-centric, post-graduate business programs formulated expressly to bring increased value to local, regional and national companies and organizations. NewNorth's goal is to help companies succeed by embedding the habits of creative thought and design methods into their business processes.