



Innovation Engineering Quick Start Course

LEARN 12 FUNDAMENTAL SKILLS FOR APPLYING THE INNOVATION MINDSET

The Innovation Engineering Quick Start course teaches you the fundamentals of innovation so you can apply them to your real work right away.

FROM THIS 2.5-DAY COURSE & CERTIFICATION YOU WILL BE ABLE TO:

- Write an innovation project mission that will inspire great ideas.
- Create 8x more big ideas than brainstorming.
- Increase the persuasive power of your ideas by up to 5X.
- Deliver results up to 6X faster using a New Innovative Work Process.

Curriculum

This course is based on 12 core skills from the innovation engineering curriculum that is taught on and off university campuses. The complete 48 skills are taught at Innovation College.

CREATE SKILLS - *Learn the fundamentals of how to create solutions and ideas for all challenges.*

Skill: Meaningful Uniqueness

- SubSkill A. Identifying Meaningfully Unique
- SubSkill B. Meaningful Uniqueness Clarity

Skill: Stimulus & Diversity

- SubSkill A. Trust in the power of Stimulus
- SubSkill B. Trust in the power of Diversity
- SubSkill C. Mind Mapping and Osborn Brainstorming

Skill: Exploring Stimulus

- SubSkill A. What is Great Stimulus - Disruptive and Divergent
- SubSkill B. Gathering and Sharing Stimulus

Skill: CREATE Sessions

- SubSkill A. Stimulus Processing
- SubSkill B. Preparing for a Create Session
- SubSkill C. Running a Create Session

COMMUNICATE SKILLS - *Ideas can't go anywhere unless you can communicate them clearly and convincingly.*

Skill: Strategy Activation - Blue Cards

- SubSkill A. What is Strategy Activation and Why Does it Matter?
- SubSkill B. The Parts of a Blue Card
- SubSkill C. How to Create a Blue Card

Skill: Concept Writing - Yellow Cards

- SubSkill A. What is a Yellow Card & Why Does it Matter?
- SubSkill B. The Parts of a Yellow Card Problem, Promise, Proof
- SubSkill C. The Parts of a Yellow Card Cost, Name, Headline
- SubSkill D. How to Write a Yellow Card

Skill: Concept Improvement

- SubSkill A. Clarity & Focus
- SubSkill B. Synergy
- SubSkill C. Factual Wisdom on Increasing Writing Success

Skill: Estimating Concept Value

- SubSkill A. Why Estimating Matters
- SubSkill B. Fermi Estimating Mindset
- SubSkill C. How to Forecast Sales

COMMERCIALIZE SKILLS - *Learn how to take an idea and transform it into a reality.***Skill: Plan, Do, Study, Act**

- SubSkill A. Plan & Do
- SubSkill B. Study & Act

Skill: PDSA Best Practices

- SubSkill A. Roles & Workflow
- SubSkill B. Risk Management

Skill: PDSA Concept Prototypes

- SubSkill A. Why Prototype
- SubSkill B. Best Practices

Skill: PDSA Functional Prototypes (*Jump Start innovation in your job instantly*)

- SubSkill A. Principles
- SubSkill B. Best Practices

How It Works

STEP 1

CONVENIENT ONLINE CLASS PRE-WORK

Before attending the IE Quick Start you will use a private Innovation Engineering Labs portal to complete 32 short digital classes on the fundamentals of how to create, communicate, and commercialize meaningfully unique solutions to your challenges. Each digital class contains a video explaining the concept of a skill followed by a short quiz.

STEP 2

PRACTICAL “HANDS ON” CLASSES

Join your fellow classmates at the 2.5 days of LIVE in class work to make the digital learning real. You'll roll your sleeves up and work through hands on interactive experiences that help you learn how to apply the skills you learned in the pre-work. You'll work in small teams that constantly change throughout the course. Coaches will guide your work while you get live feedback from online instructors that grade your submissions.

STEP 3 BACK TO WORK CERTIFICATION

In step 3 you'll get expert coaching as you apply the skills to your real work. In the 60 days that follow the class you will be given a collection of assignments to apply your new skills to work that's relevant to you. Each submission will be graded by an Innovation Engineering Black Belt. Once you successfully pass all assignments, you'll be given an Innovation Engineering Blue Belt Certification.

Tuition & Options

The tuition for the **Training Course only** which includes video pre-work and 2.5 in class days is \$1,500* USD per person.

The tuition for **Training Course + On-line Tools + Coaching + Blue Belt Certification** which includes video pre-work, 2.5 in class days and 60 days of personal coaching on application assignments for the Blue Belt certification is \$3,000* USD per person.

PRIVATE Programs are the most effective approach, as they enable deep conversations on the application of the teaching to your immediate world. Contact us to explore a private program for your group.

PUBLIC Programs are an easy way to get started with enabling you to work faster, smarter, and more creatively.

**Pricing may vary due to facility fees and international conversion rates.*

Next Public Course/Registration

The **NEXT PUBLIC COURSE** is scheduled for **January 30th – February 1st** at the Radisson Hotel, 201 North 5th St, Fargo, ND. Tuesday and Wednesday's program runs from 9am to 5pm, with parking, breakfast and lunch included. Thursday's program is from 9am to Noon with parking and breakfast included.

To **REGISTER**, or have questions, please contact Linda Liebert-Hall at linda.liebert.hall@gmail.com or 701-540-2697.

Private Course

If you are interested in hosting a **PRIVATE PROGRAM** for your company or community, please contact Linda Liebert-Hall at linda.liebert.hall@gmail.com or 701-540-2697 to discuss your ideas.

