

verrocchio

Institute for
Innovation
Competence



TRAINING

innovation Coach



12 months comprehensive training
Innovation knowledge and practical competence combined

www.innovationcoach.institute





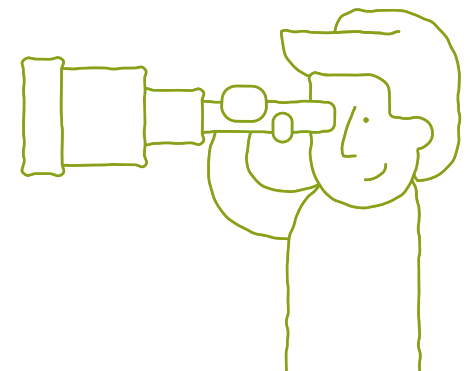
THE CONTEXT

In recent years, the word innovation has also become a buzzword that is missing from almost every company brochure, but in many companies the reality of innovation differs significantly from the content of glossy brochures and there is not much to see of a consistent culture of innovation and effective innovation capability.

On the other hand, in this VUCA (Volatility, Uncertainty, Complexity, Ambiguity) world, new products, processes and services in particular are necessary competitive advantages for companies.

In many sectors, only companies that continuously improve their products and services in a visibly innovative manner are already successful.

There is, however, another reason for the development of an innovation culture in companies: Employees are given important additional skills to independently initiate future changes and to view these as opportunities rather than burdens.



THE INNOVATION COACH – FUTURE COMPETENCE INNOVATION

Whether as an internal innovation coach or external trainer, consultant or coach – a certified Innovation Coach knows about effective methods, overcoming innovation blockers and the necessary changes on the way to an innovative corporate culture.

No matter whether it's about process or product innovations, a powerful communication culture or the generation of ideas.

More than a creative trainer

Creativity techniques are important – but even more important is the change of thinking in the organization.

More than Design Thinking

Design Thinking is a great tool – but there are other methods and ways of thinking that are relevant for the development of innovations.

More than pure know-how

When participants speak enthusiastically about the Innovation Coach training, it is above all the large number and density of experienced practical examples that are mentioned time and again.



HOW IS THE TRAINING BUILT-UP?

The training is organized in 3 individual modules.

The modules can be booked individually or completely.

INNOVATION PROFESSIONAL

- Laterale Thinking
- New Perspectives
- Emergence of innovation
- Generating Ideas
- Innovation with a system
- Design Thinking I
- Pooling creative forces

INNOVATION MASTER

- Design Thinking II
- Innovation Culture
- Innovation Strategie
- Implement changes
- Business Model Generation
- Early Prototyping
- Innovative Leadership

INNOVATION FACILITATOR

- Visual Facilitating
- Facilitate creative meetings
- Build creative teams
- Gamification
- Advanced Moderation know-how
- Top innovative teams

IS THE TRAINING ALSO AVAILABLE WITHIN THE COMPANY?

Yes - we offer the INNOVATION COACH training both as open training and as an internal company project. In case of an in-house implementation, we will of course adapt the curriculum to your individual value creation characteristics and your current challenges.

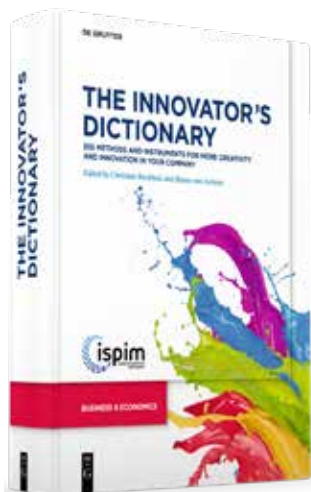


WHO IS THE PROVIDER OF THE INNOVATION COACH TRAINING?

The Innovation Coach training was jointly developed by Benno van Aerssen and Christian Buchholz.

The two founders of the verrocchio Institute for Innovation Competence have more than 20 years of combined innovation experience with well over 2,000 innovation projects. Their client list includes companies in 25 different countries.

The verrocchio Institute is named after Andrea del Verrocchio (1435 - 1488), one of the most influential artists of the Renaissance, known especially as the teacher of Leonardo da Vinci.



The Innovator's Dictionary

Benno van Aerssen and Christian Buchholz are the editors of „The Innovator's Dictionary“ which is considered by many experts to be a standard work.

In total, the two authors have already published 6 books, and can frequently be found in the innovation press.



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INTERNATIONAL GERMAN TRAINING AWARD

The Innovation Coach training has already received awards such as the coveted International German Training Award.

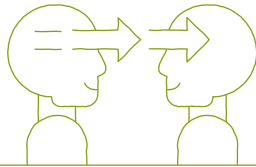
The jury's opinion:

„The Innovation Coach makes the future possible. This training covers both a variety of creativity techniques and methods to help companies develop new products and services.

At the same time, it also teaches the skills to build a culture of innovation in companies that allows new ideas to grow.“



VERROCCHIO LEARNING METHODS



The workshops of the verrocchio team are characterized by intensive methodological know-how and high practical orientation. This intensity of learning can only be achieved through the consistent use of materials and training methods optimized for learning psychology.

An essential part of our programs are our proven MethodPads and MethodScripts. Participants can subsequently use these license-free for their own workshops and meetings.

MethodPads

Our MethodPads are available as DIN A3 posters.





FORMATS AND PRIZES OF THE INNOVATION PROFESSIONAL

We offer the Innovation Professional training on the one hand as open seminars and on the other hand as an in-house format.

In both formats, you can choose whether you prefer classroom training or our online live format.

OPEN SEMINAR - Presence

The Innovation Professional certification is divided into 2 events of 2 days each (4 days in total).

The price is **2.800,- EUR + 19 % VAT**.

Included: Conference fee and catering, detailed documentation, tools for use in your own workshops, certificate of participation, buddy mode to the speaker, membership in the verrocchio Innovators Circle, as well as a FLIP Premium Account.

OPEN SEMINAR - Online Live

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INHOUSE - Presence or Online Live

If the training is carried out as an internal company project, an individually adapted curriculum is created.

The price is **10.000,- EUR + 19 % MwSt.**

For up to 15 participants

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THE CONTENTS OF THE INNOVATION PROFESSIONAL

In the Innovation Professional Training, participants receive comprehensive basic training for successful idea generation and improving the culture of innovation in companies.

The Professional Module focuses on idea generation and idea evaluation. However, it is about much more than just creativity techniques. Myths about creativity, creativity barriers and good team synchronization are just a few examples here.



Topic Focus: **Brain & Co., lateral thinking, lots of practice**

How does creative thinking work? Why do we often have thinking blocks? How do I arrive at new ways of seeing?

- Recognize that winning ideas are not a matter of chance
- Discover the possibilities and potential of lateral thinking
- Find new ideas through new perspectives
- Overcome targeted thought blocks and achieve new points of view
- Learn to use creativity techniques correctly and successfully

Topic Focus: **Customer-centric innovation**

Discover tools and perspectives with which you can significantly increase your creative potential. Learn to motivate your teams with creative impulses and lead them to innovative peak performance.

- Get an insight into the „Design Thinking“ innovation approach
- Identify which challenges „Design Thinking“ is the approach for
- Find the right questions

THE CONTENTS OF THE INNOVATION PROFESSIONAL

Topic Focus: **With system to more innovations**

Learn more about systematic methods to identify and develop really good ideas

- Recognize the right ideas!
- Introduce systematic methods for idea identification and evaluation
- Learn methods to properly deal with worriers

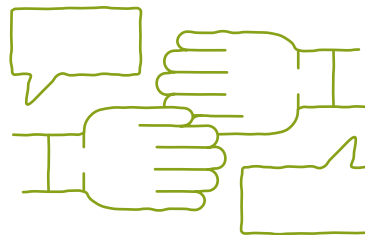
Topic Focus: **Combining creative forces**

With new instruments for combining creative forces

- Get to know the latest methods for systematic idea generation such as innovationdigging and other
- Turn your meetings into an idea engine for successful business
- Increase the likelihood of continuous, but also radical innovations

After the module you will be able to:

- implement innovation methods in practice
- set the right impulses in the company for more innovation
- foster creative collaboration in teams
- use the phases of innovation development
- moderate idea generation and idea evaluation



Requirements:

- The only prerequisite for participation in the Innovation Professional training is a basic knowledge of working with groups.

Participants:

Managers and employees in companies who

- want to implement innovative processes
- want to develop their creative competence
- want to have a complete overview of all components of the topic of innovation

verrocchio Online Live Format

For training in the online live format, we use **collaboration tools** such as Conceptboard, Mural or Miro.

In this way, we guarantee the same **high level of interaction** as in the format of our presence trainings.

In addition, **all boards are accessible 24/7** for all participants. All boards can also be exported and saved independently as PDFs.

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CURRICULUM

INNOVATION PROFESSIONAL

DAY 1 CREATIVITY AND IDEATION

1. The foundation of innovating

- The right know-how
- Innovation - What is it?
- The triangle of forces
- The right mindset

2. Human and creativity

- Creativity - What is it?
- Lateral thinking à la de Bono
- Headstand technique
- Perception filter
- The quantity makes the difference
- What creative techniques do

3. Team and creativity

- Team synchronization
- What makes us creative?
- What to do with useless ideas?
- What to do when you have no ideas?
- Advantages of brainwriting
- The right material
- Brainwriting Pool
- Instant help for ideas for teams
- The creative original process

DAY 2 PROBLEM SOLVING STRATEGIES

4. Problem solvers become problem finders

- The problem with the problem
- Unstructured problems
- Quickcheck - Are we problem finders?

5. Filter and evaluate ideas

- Filtering is better than evaluating
- Visual Accelerated Evaluation
- Flash evaluation matrix
- Klondike Ideas filter
- 6 hats method
- Concept Evaluation

6. Inspiration on the job

- What is inspiration?
- Increase inspiration sensitivity
- Inspiration on the job
- Inspiration Cards
- Trend-Inspiration

7. Innovationdigging

- Generate inspiration in a structured way
- Discover hidden search sites
- Creative force bundling
- Strategic innovation search

8. Idea generation to ugly problems

- Characteristics of ugly problems
- What makes problems ugly
- Emotional disengagement
- The problem tackler

DAY 3 BRAIN AND INNOVATION

9. The brain and the creative process

- Neuroscientific findings on the origin of ideas
- Creativity as a personality trait?

10. Open spaces

- Innovation accelerator time
- Innovation spaces: creative accelerator or storage room?

11. Promoting creativity

- How creative methods work
- Further professionalizing inspiration

12. More creative techniques

- Warm-up for inexperienced participants
- Use mand mapping correctly
- The Lateral Map
- APC
- Provocation
- PMI
- Osborn Checklist
- SCAMPER
- CATWOE

DAY 4 DESIGN THINKING

13. Innovation and market

- Incremental vs. disruptive
- Pseudo-innovations
- Small and large fishes
- Innovation Map

14. Design Thinking I

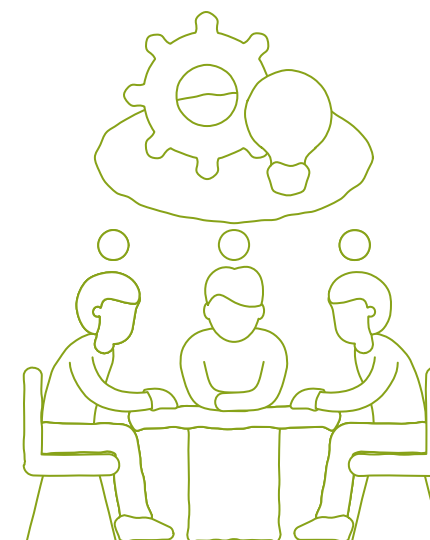
- Overview and principles
- The macro method
- Focus idea enrichment
- Selection of micromethods
- Various formats

15. Barriers to innovation and creativity

- Cultural barriers
- Myths about creativity

16. More creative techniques

- Stimulus Picture Technique





FORMATS AND PRIZES OF THE INNOVATION MASTER

We offer the Innovation Master training on the one hand as open seminars and on the other hand as an in-house format.

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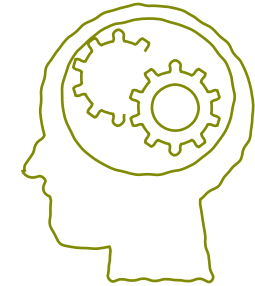
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THE CONTENTS OF THE INNOVATION MASTER

For trainers, managers and employees who want to sustainably develop the innovation culture and innovation strategy of a company or their department with targeted know-how.

The INNOVATION MASTER builds on the knowledge of the PROFESSIONAL and focuses on the topics of innovation strategy, creating business models, change management and innovation leadership.



Topic Focus: **Develop a culture of innovation**

How do I find the innovation drivers and innovators, nurture them with freedom, track down the targets and challenges.

- What are the prerequisites for a culture of innovation?
- How to identify the innovators in the teams
- What do employees need to talk about to create a culture of innovation?

Topic Focus: **Business Model Generation**

With the help of the Blue Ocean strategy or the Business Model Canvas, radical new business ideas can be developed that have disruptive potential.

- Business Model Generation and Blue Oceans
- Value innovations and the dynamics of newly created needs
- Blue ocean strategies and disruptive value creation
- Reshaping market boundaries
- Pushing the boundaries of familiar strategic planning

THE CONTENTS OF THE INNOVATION MASTER

Topic Focus: **Leadership and communication in innovation processes**

Introducing an innovative corporate culture requires open communication and a leadership style that is capable of driving change.

- Successful communication in change processes
- The effect of different leadership styles on the ability to innovate
- Obstacles in the introduction of innovation management

After the module you will be able to:

- strategically anchor innovation measures in the company
- identify and promote the components of innovation culture
- moderate appropriate change processes
- develop business model innovation
- use design thinking as a leadership method

Requirements:

- Prior participation in the Innovation Professional is recommended

Participants:

Managers and employees in companies who

- want to anchor innovation culture permanently in the company
- want to learn about strategic tools for innovation development
- want to drive forward the necessary change process

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CURRICULUM INNOVATION MASTER

DAY 1 INNOVATION CULTURE AND VALUES

1. Review Innovation Professional

- Deepenings
- Exchange of experience
- Reflections

2. Innovation culture and values

- 360 degree innovation
- Innovation and value culture
- Measuring corporate culture
 - with the 9 Levels of Value System
 - with the Human Synergistics Organizational Culture Inventory

3. Innovation culture and exchange

- Co-Creation
- Open Innovation

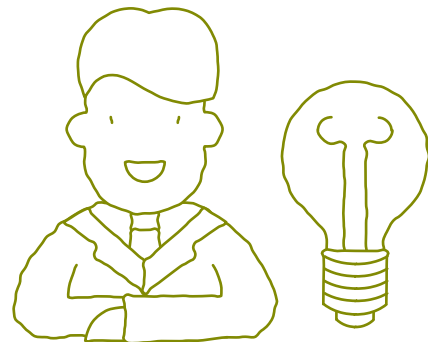
DAY 2 BUSINESS MODEL GENERATION

4. Business Model Generation

- Business Model Canvas
 - different use cases
 - Expert Insights and Tips
- Value Proposition Canvas
 - different use cases
 - Successful Value Propositions
 - Internal and external customers

5. Blue Ocean Strategy

- Markets without competition
- Search paths for new markets
- Management mandates



DAY 3 TRANSFORMATION

6. Change and Transformation

- What makes change so difficult?
- Typical practical cases
- Storytelling as a change accelerator
- Tools to support change projects

7. Creative Leadership

- Leadership Innovation
- The 7 principles of Leonardo's life
- Leonardo's Legacy
- Training of curiosity and perception
- Tapping sources of inspiration

DAY 4 DESIGN THINKING

8. Design Thinking II

- Transformation of organizations with Design Thinking
- Don't judge on opinions – judge on testing
- Early Prototyping
- Interdisciplinary collaboration
- Marshmallow Challenge
- Design Thinking projects concept, plan, execute

9. More important macro methods

- Lean Startup
- Design Innovation Process
- Creative Problem Solving

10. Real Business Cases Apply all your knowledge!

- Analysis
- Needs assessment
- Approaches
- Evaluations



FORMATS AND PRIZES OF THE INNOVATION FACILITATOR

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THE CONTENTS OF THE INNOVATION FACILITATOR

For participants who, as employees or external consultants, would like to learn more about imparting knowledge, facilitation and accompanying as well as supporting teams.

The FACILITATOR module mainly includes advanced visualization methods and the techniques for communicating knowledge to groups.



Topic Focus: **Ideas and evaluation**

Idea generation, creative meetings and creativity techniques

- How is a motivating and modern creative meeting structured?
- What know-how and methods does the moderator need?
- Wie wählt man die passende Kreativitätstechnik?
- How does the evaluation promote the idea with the most potential?
- What is the role of the various audits?

Topic Focus: **Visualization, Visual Facilitating, Big Pictures**

Visual Facilitating supports with visual language the work of groups - in creative processes presentations, workshops, coaching and also in any simple meeting situation.

- Visual Facilitating, Graphic Recording
- Creating Big Pictures
- Visual language, visual vocabulary

THE CONTENTS OF THE INNOVATION FACILITATOR

Topic Focus: **Facilitator-Know-how for professionals**

The introduction of creativity techniques and innovation management in a company poses special challenges for trainers and consultants.

Benno van Aerssen and Christian Buchholz share the experiences from numerous successful innovation projects with the participants of the trainer module.

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- Challenges in the design and implementation innovative processes
- Successfully dealing with worriers
- Structure and set-up of a goal-oriented advisory meeting
- Solving critical situations in training and in the consulting process

After the module you will be able to:

- master even difficult team situations in innovation processes
- use advanced innovation methods
- use gamification to accompany innovation processes
- accompany workshops with Visual Facilitating

Requirements:

- Prior participation in the Innovation Professional is recommended

Participants:

Managers and employees in companies who

- regularly moderate innovation processes
- already have experience in the development of innovations
- want to expand their method tool box



CURRICULUM INNOVATION FACILITATOR

DAY 1 FOCUS CONCEPTION AND IMPLEMENTATION

1. Creative workshops

- Designing creative workshops
- Creating work formats
- People-Mix
- Visibly secure
- Event locations

2. Innovation projects

- Designing innovation projects
- Project mandates
- Stakeholders and communication
- Macro method selection
- Planning

3. Developing creative top teams

- Team Management System

4. Moderation of creative workshops

- How groups decide
- What makes a good moderator
- Leading with questions

DAY 2 FOCUS VISUALIZATION

5. Visualization

- Visual Facilitating / Graphic Recording
- Basic techniques & tools
handy on your own flipchart
- Picture vocabulary
handy on your own flipchart
- Conceptual model „Center Plot“
handy on your own flipchart
- Creating Big Pictures
handy on your own flipchart
- Possible applications in workshops
and projects
- The own picture vocabulary library

DAY 3 FOCUS ADVANCED FACILITATION

6. Creativity methods for professionals

- Analogy technique
- Syntectic
- Developing your own methods

7. Gamification

- Basic principles of good games
- How should I moderate games?
- The Nudging Principle

8. Lego Serious Play

- Introduction
- Use in innovation projects

9. Manual Thinking

- Living mind maps
- Long lasting visualizations

DAY 4 FOCUS CREATIVE TOP TEAMS

9. Fighting for ideas

- Present and fascinate
- Interactions
- Storytelling

10. Use of personality types in innovation workshops

11. Ten Faces of Innovation



INNOVATION COACH FULL CERTIFICATION

The Innovation Coach is the comprehensive, individual and practice-oriented training to become an innovation expert. In addition to the content topics of the 3 modules Professional, Facilitator and Master, participants in the full certification receive, among other things, comprehensive support over a period of 12 months.

For this, each participant develops and moderates their own concrete innovation project as part of the full certification, with the aim of improving the culture of innovation in their own company.

The high content quality of the certified verrocchio training is thus complemented by a strong personal implementation strength.



The training to become a certified Innovation Coach includes:

- Participation in the Innovation Professional (4 days)
- Participation in the Innovation Master (4 days)
- Participation in Innovation Facilitator (4 days)
- Individual practice project
- Expert support for 12 months
- Online video coaching
- 2 x 1 day colloquium incl. certification ceremony
- 12 months FLIP Premium access

All parts of the training and the project work are accompanied by the founders of the verrocchio institute Benno van Aerssen and Christian Buchholz.

For partial payments per module per participant

Prize: 12.000,- EUR + MwSt.*

For full payment per participant

Prize: 10.800,- EUR + MwSt.

→ * If a participant has already completed partial modules, these will be credited at 100%.




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Innovation
Competence


TRAINING


innovation Coach

VERROCCHIO INSTITUTE FOR INNOVATION COMPETENCE GMBH

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