



CSIIG

The Center for
Service Industry
Innovation & Growth

Unleash the Innovator Inside You

2024 Brochure

CERTIFIED INNOVATION & STRATEGY LEADER (CISL)

On-Site In-Person or Virtual



STAND-UP YOUR ORGANIZATIONS INNOVATION TEAM

PROGRAM DESCRIPTION

The Certified Innovation Strategy Leader (CISL) In-house program is a unique and powerful capabilities development program. It transforms a group of your employees into a cohesive team of Innovation Practitioners, individuals that possess the skillset to effectively lead the design and implementation of your Innovation System.

It is delivered at facilities of your choosing over two non-consecutive weeks. To enable a high-degree of participant engagement, each session is limited to 20-participants. The CISL program is built on 12 high-yield integrated modules. Inside each module are the proven reliable tools, techniques and methodologies that comprise the DNA of an effective Organic Top Line Growth Capability.

CISL participants master the content of the program modules by literally “living it” via dozens of integrated team activities performed in simulated new service **“Venture Teams.”**

To guide the interactive learning experience, participants are provided a hardcopy “CISL Participant Journal” and all required Simulation materials for each program week. The following credentials will be awarded by CSIIIG to participants who successfully complete the program: Certification Documentation, a Letter attesting to 8-CEU’s have been earned and a serialized CISL Digital Badge.



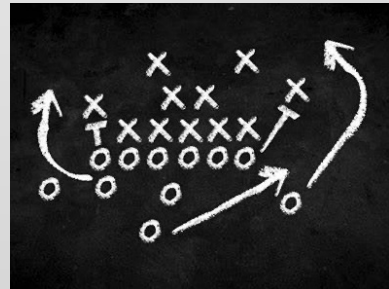
PROGRAM DESIGN

CISL program participants will have a world-class learning experience, however, this program targets business results as well. Accordingly, we encourage participants to undertake an “Application Project” as a way to maximize both learning and program value. To set participants up for Application Project success, on Day 1 of Week 1 we commence a parallel activity of “Application Project Planning.” By the end of Week 1, participants who elect to undertake a project will have developed a starting action plan for it. To afford participants the opportunity to take credit for their implementation efforts, Day 1 of Week 2 kicks-off with participants delivering a brief project update to the session group. This is when participants get the opportunity to tell the good regarding project activities, experiences, progress and learning that took place during the program “Gap Weeks.”

WHO SHOULD ATTEND

The Certified Innovation Strategy Leader program is designed for:

- In-House Venture Teams
- Professionals seeking to elevate their value creation capabilities
- Individuals who are tasked with significantly improving Top Line Sales Revenue performance
- Branding, Marketing, Sales and Finance leaders
- Customer Experience Designers
- Entrepreneurs engaged in a new business start-up
- Corporate Trainers and Internal Consultants



THREE COMMON BUSINESS CASES FOR CISL

Business Case #1- Sales Revenue still rules. Shortfalls are caused by a variety of business and environment factors including market disruption, service or product commoditizing, unfavorable cost structure changes, regulatory changes... the list goes on. If revenue performance is trending negatively, flat or failing to attain targets, CISL provides the knowledge and practical skills needed to lead a Top Line performance turn around.

Business Case #2- The sales revenue house does not need to be “on fire” for creating an Innovation System to make sense. Proactive service organization leaders recognize the value of having the ability to reliably exceed sales revenue growth expectations, year in and year out.

Business Case #3- Regardless of if you are a start-up or an incumbent in your industry, people are naturally attracted to an innovative organizational culture, one where it is easy and enjoyable to meaningfully engage with Innovation processes. The unfortunate reality is most service organizations today don't have *any* innovation processes. The message from The Center to these organizations is simply this... “Celebrate your opportunity to innovate!” Fully leverage the CISL program as a way to reposition your organization to be at the leading edge of modern business culture and along the way shore-up the ability attract and retain the talent needed to grow.

CISL INTEGRATED PROGRAM CURRICULUM

Week 1			Week 2			
MONDAY	PM	Program Intro/Project Planning/Venture Teams	Gap weeks for the Optional but Recommended Application Project	MONDAY	PM	Project Status Updates
		Innovation Systems Thinking				Innovation Change Management
TUESDAY	AM	Developing An Innovation Vision		TUESDAY	AM	Innovative Service Design Thinking- Part 1
	PM	Entrepreneurial Spirit			PM	Innovative Service Design Thinking- Part 2
WEDNESDAY	AM	Balancing Innovation & Risk		WEDNESDAY	AM	Innovative Service Design Thinking- Part 3
	PM	Innovative Strategy			PM	Simplified Idea Management
THURSDAY	AM	Innovation & The Business Model		THURSDAY	AM	Deploying Innovation
	PM	Innovation-driving Metrics			PM	Innovation Culture Creation
FRIDAY		Project Plan Development/Review		FRIDAY		Program Review
	AM	Module Review/Teach-backs			AM	Teach-backs/Exam Preparation/Certification Exam
		Week 2 Preview			Certification Awards	

Each of the two program weeks starts at 12:30 PM on Monday and concludes at 12:30 PM Friday. All other program days start at 8:30 AM and conclude at 4:30 PM. All times are stated in the client training facility time zone.

OUR IMMERSIVE TRAINING APPROACH

The Center's staff members are uniquely qualified. Each has deep service industry experience in innovation training, consulting and research. They genuinely enjoy collaborating with and building the innovation capabilities of program participants.

At The Center, we understand well that “Death by slide presentation” does not work. The skills-building approach we utilize is rooted in Adult Learning Theory and includes an effective and enjoyable mix of:

- ✓ Extensive Hands-on Simulations
- ✓ Applying in New Service “**Venture Teams**”
- ✓ Highly Visual of Wallcharts
- ✓ Rich Case Studies (Video and Text-based)
- ✓ Many Lively Team Exercises
- ✓ Content Coaching Plan Development
- ✓ Real Project Application

CERTIFIED INNOVATION & STRATEGY LEADER

Capabilities Created, Simulated Venture Team Activities & Module Content

PROGRAM WEEK 1

MONDAY PM

Program Introduction

Innovation Systems Thinking

Capability created- The ability to transform an organization into a community of Innovation System Thinkers.

Simulated Venture Team Activities: Collaboratively creating an Innovation System Diagram.

Module Content includes:

- What is “Systems Thinking?”
- What is an “Innovation System?”
- How to develop an Innovation System Diagram

TUESDAY

Innovation Vision

Capability created- The ability to lead an organization through the process of developing its Innovation Vision.

Simulated Venture Team Activities: Experiencing the process of crafting an impactful Innovation Vision Statement with your Venture Team members.

Module Content includes:

- The Definition of a Vision
- Vision Criteria
- Vision Functions
- Vision & Culture
- Vision & Leadership
- Vision & Entrepreneurial Spirit
- The Vision Development Process

Entrepreneurial Spirit

Capability created- The ability to model and lead the process of building Entrepreneurial Spirit in a service organization.

Simulated Venture Team Activities: Collaboratively selecting an approach for developing Entrepreneurial Spirit and thinking through critical implementation details.

Module Content includes:

- What Entrepreneurial Spirit is & Why it is foundational
- The Attributes of Entrepreneurial Spirit
- Challenges, Approaches and Success Factors
- Keeping Entrepreneurial Spirit Alive

WEDNESDAY

Balancing Innovation and Risk

Capability created- The ability to help an organization define and balance its appetite for Risk and Risk Tolerance.

Simulated Venture Team Activities: Developing a balanced Risk Appetite Statement with your Venture Team members.

Module Content includes:

- Understanding of the Meaning, Contexts and Nature of Risk
- Coaching an Organization to Embrace Risk
- Best Practices on how to develop a Balanced Appetite for Risk and Risk Tolerance

Innovative Strategy

Capability created- The ability to facilitate a leadership team through the process of agreeing to a) what a business strategy is and b) how to develop one that fully leverages innovation.

Simulated Venture Team Activities: Collaboratively designing an innovative business strategy that offers high value, competitive differentiation and focus.

Module Content includes:

- Strategy as a Design Process
- Visualizing Strategy
- Embedding Innovation deeply into Business Strategy

THURSDAY AM

Innovation & The Business Model

Capability created- The ability to lead the process of discovering and creating a Business Model that is purpose-built to deliver sustainable Organic Top Line Growth.

Simulated Venture Team Activities: Developing a thoughtful, innovative and comprehensive Business Model with fellow Venture Team members.

Module Content includes:

- What is a Business Model
- The construct of Business Model Diagram
- Opportunities to leverage Artificial Intelligence and Robotic Process Automation in service Business Models
- How to design a Business Model in a way that integrates seamlessly with:
 - ❖ An Innovation System
 - ❖ An Innovative Vision
 - ❖ Risk Appetite and
 - ❖ An Innovative Business Strategy

THURSDAY PM

Innovation-driving Metrics

Capability created- The ability to guide an organization in the process of identifying, classifying and implementing performance measures that support an effective Innovation System.

Simulated Venture Team Activities: Selecting metrics that will drive innovative thinking and doing at all levels of the Venture organization.

Module Content includes:

- What is an Innovation-driving Metric
 - Three Innovation Metric Cultural Challenges
 - Types of Innovation Metrics
 - Innovation Metrics Implementation Tips
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FRIDAY AM

Scheduled Activities:

- Project Plan Development Status Review
 - CISL Week 1 Module Reviews & Teach-backs
 - CISL Week 2 Module Preview
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Program GAP Weeks

PROGRAM WEEK 2

MONDAY PM

Application Project Status Updates

Innovation Change Management

Capability created- The ability to design and lead a Change Management process enables an organizations Innovation System to spring to life and sustain.

Simulated Venture Team Activities: Developing a detailed Change Management plan for your simulated new Venture organization.

Module Content includes:

- Three Change Management Success Factors
 - Managing Change Resistance
 - A Review of Select Change Management Models
 - Four Change Management Blind Zones
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TUESDAY AM THROUGH WEDNESDAY NOON

Innovative Service Design Thinking

Capability created- The ability to facilitate The Centers 8-Step Innovative Service Design Thinking process, a vital methodology in driving Organic Revenue Growth.

Simulated Venture Team Activities: Comprehensively applying, in a collaborative Venture Team setting, the Center's 8-Step Innovative Service Design Thinking process.

Module Content:

- Innovative Service Design Thinking: What, Why, When
 - The Centers Eight Stage Service Design Thinking Process
 - Review Innovative Service Design Thinking Tips
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WEDNESDAY PM

Simplified Idea Management

Capability created- The ability to design a streamline idea development process that spans idea sourcing to distribution, to idea maturation, prioritization and experimentation.

Simulated Venture Team Activities: Collaboratively developing and testing an Idea Management process in your Venture project.

Module Content:

- Internal & External Innovation Sources of Innovation
 - Alternative Idea Capture Methods
 - Developing a Phased-approach to activating Sources of Innovation
 - Idea Maturation Methods
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THURSDAY AM

Deploying Innovation

Capability created- The ability to explain, diffuse, coordinate and oversee an organization-wide implementation of a Top Line Revenue Growth (Innovation) capability.

Simulated Venture Team Activities: Collaboratively develop an Innovation Deployment Matrix and associated Implementation Plan.

Module Content:

- Strategy Deployment as a Leadership Process
 - Selecting and Connecting Leading and Lagging Innovation Metrics
 - How to Complete an Innovation Deployment Matrix
 - Developing a Strategic Action Plan that leverages Innovation
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THURSDAY PM

Innovation Culture Creation

Capability created- The ability to help an organization enhance its culture to be broadly supportive of and desiring Innovation processes.

Simulated Venture Team Activities: Evaluate and select the vital few culture building best-practices to prioritize for implementation.

Module Content:

- Innovation Culture and Organization Size
- The Role of Leadership in a Culture of Innovation
- Innovation Climate
- Innovation Culture Myths
- Innovation Culture Best-practices
- Innovation Culture-building Pitfalls

FRIDAY AM

Scheduled Activities:

- CISL Week 2 Module Reviews & Teach-backs
- CISL Examination Preparation Sessions
- CISL Examination
- CISL Certification Awards

REGISTRATION FEE: \$ 1,875 USD per participant. 14 participants minimum/20 participants maximum group size. This program can be delivered virtually via Microsoft Teams or Zoom. This program requires a Purchase Order.

PROGRAM DELIVERY LOCATION: As specified by client.

