



CSIIG

The Center for
Service Industry
Innovation & Growth

Unleash the Innovator Inside You

2024 Brochure
CERTIFIED INNOVATION PRACTITIONER (CIP)
On-Site In-Person or Virtual



BECOME A CERTIFIED INNOVATION PRACTITIONER

Acquire toolkit necessary to Lead the implementation Innovations projects in your service organization.

PROGRAM DESCRIPTION

The **Certified Innovation Practitioner (CIP)** In-house program is a powerful skills development program. It builds the practical skillset necessary to lead Innovation projects and activities in your service organization. Due to participation being capped at 20-participants, a high-degree of participant engagement is built into this world-class learning experience. The CIP program centers on 7-integrated modules that are purpose-built to swiftly drive sustainable **Organic Top Line Growth**. Inside each module are packed the proven reliable tools, techniques and methodologies that innovation exemplar organizations have perfected and routinely apply. **The Center for Service Industry Innovation and Growth** (“The Center”) utilizes adult learning techniques in teaching all program modules. Participants are issued a CIP Participant Journal and all required forms in hardcopy format. The following credentials will be award by The Center to participants who successfully complete the program: Certification Documentation, a Letter attesting to 4-CEU’s have been earned and a serialized CIP Digital Badge.



OUR IMMERSIVE TRAINING APPROACH

The Center's staff members are uniquely qualified. Each one has deep service industry experience in innovation training, consulting and research. They genuinely enjoy collaborating with and building growth 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:

- > Hands-on Simulations in **Venture Teams**
- > Case Studies (video and text-based)
- > Limited presentation & lively Peer Discussions
- > Interactive Team Exercises

WHO SHOULD ATTEND

The **Certified Innovation Practitioner (CIP)** program is designed for:

- Individuals seeking the skills to effectively lead and participate in service innovation projects back in their organizations
- Entrepreneurs engaged in a new business start-up
- Individuals seeking to diversify and expand their career options
- Individuals or who are tasked with significantly improving Top Line Sales Revenue performance
- Service Industry Professionals seeking to elevate the value they bring to organizations
- Branding, Marketing, Sales and Finance leaders
- Customer Experience Designers
- Corporate Trainers and internal Consultants

**29 Interactive
Team Exercises**



PROGRAM CURRICULUM

		CAPABILITY
MONDAY	PM	Program Introduction Entrepreneurial Spirit
TUESDAY	AM	Balancing Innovation & Risk
	PM	Innovation & Your Business Model
WEDNESDAY		Innovative Service Design Thinking- Part 1
THURSDAY	AM	Innovative Service Design Thinking- Part 2
	PM	Simplified Idea Management
FRIDAY	AM	Innovation Culture Creation
	AM	Certification Exam

The program week 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 Eastern time zone.

Certified Innovation Practitioner

Capabilities Created, Venture Team Activities & Module Content

MONDAY PM

Program Introduction

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

TUESDAY

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

Innovation & Your 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

WEDNESDAY AM – THURSDAY AM

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

THURSDAY 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

FRIDAY AM – 12:30 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

CERTIFICATION EXAM

CERTIFICATION CREDENTIALS AWARD CERAMONY

COST PER PARTICIPANT: \$950 USD per participant. CSIG Trainer travel and living expenses represent additional costs to the client organization. A 12 participants minimum/20 participants maximum session group size limitation exists. This program can be delivered virtually via Microsoft Teams or Zoom. This program requires a Purchase Order.

PROGRAM DELIVERY LOCATION: As specified by the client.