

INNOVATI°N 360

Become accredited in the world's leading innovation analytic tool and methodology



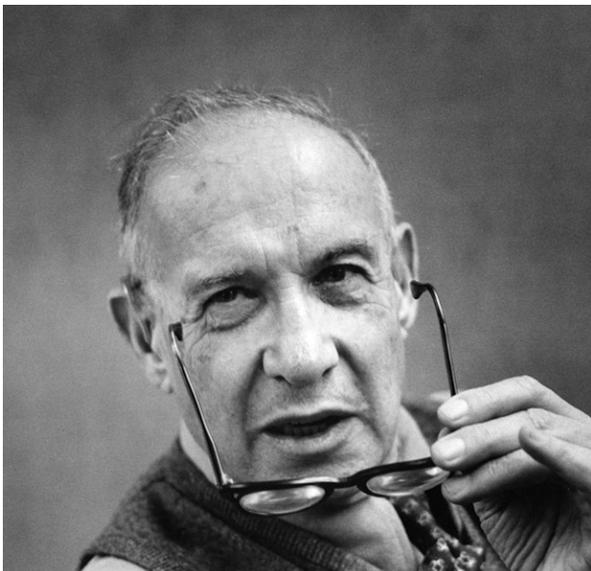
Dana Shaddad, UAE
Innovation360 Group
Licensed Practitioner

“For someone who has been in the innovation and entrepreneurship development space for nearly a decade, I can say there is absolutely nothing out there that resembles what Innovation360 has so beautifully developed. The framework and tools are accessible and tangible, and to make it more compelling Innovation360 backs it up with data from global innovators.”

“After NASA, the next frontier for me is bringing innovation to organizations across the globe”



John Saiz, US
Former NASA CTO
Fellow at Cambridge University
Licensed Practitioner



“Cultivate a deep understanding of yourself – not only what your strengths and weaknesses are but also how you learn, how you work with others, what your values are, and where you can make the greatest contribution. Because only when you operate from strengths can you achieve true excellence.”

- Peter F. Drucker -

INNOVATI^oN 360

Why become an Innovation360 Licensed Practitioner?

We've built a new global ecosystem for innovation professionals:

- Consulting firms
- Independents
- Consultancy Platforms and Marketplaces
- Internal Consultants



Market change

- Super-specialized new entrants
- Digitalization, Big Data, & AI
- Growing client sophistication
- Facilitated networks of freelancers from top-tier firms
- Trouble attracting best talent



Collaboration

- Common language
- Common data
- Common perspective
- Growing your consultancy business through trusted peers



Value drivers

- Speed
- Small collaborative teams are more productive
- Visualization and data is required
- Spend time with clients, not on managing and admin



Sustainability

- Measurable and trackable
- Evidence-based and transparent
- Not mainstream—organizational design for continuous radical innovation

INNOVATION 360

The Journey

3-day "Boot Camp"



- Learn how to assess and measure organizational capabilities, leadership, strategy, and culture
- Current thinking on innovation
- How to present recommendations with impact
- Templates for client use
- How to run Innovation Circles with impact
- 1 year of InnoSurvey® access included

2-day Grading



- Design and develop your client's organizational ability: Capabilities & Competences
- Organizational Design Principles
- How to design and implement a customized innovation system for sustainable growth and profit
- Become accredited to resell, implement and use the global Ideation360® tool within your client's organization

2-day Grading



- Develop your strategic skills linking innovation and strategy through access to PESTLED360
- Training and techniques for combining quantitative and qualitative analysis
- Interview training, and assess to Interviewing360
- Cultural assessments
- Visualizing innovation maturity and progress by metrics / KPIs / InnovationIQ, and dashboards
- Understanding ISO 50500

2-day Grading



- Mastering Innovation Management
- Being able to teach and train others
- Ready for a lifelong learning journey
- Building though leadership
- Best Practice dealing with large accounts
- Examination

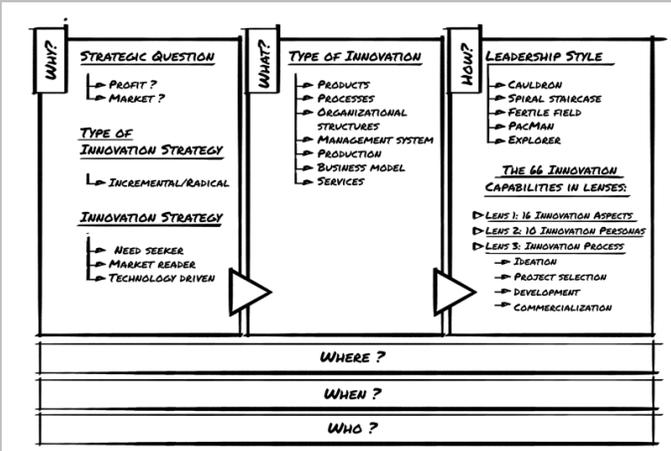


Core Benefits

- Access to the world's largest innovation database and analytic tool: InnoSurvey® - online-based analyzer and a database with data from +1000 companies and 62 countries
- Consulting templates from Insights, Analysis, Design to Implementation
- Compliant with the upcoming ISO/TC 279 and CEN/TC 389
- All major languages, fully SaaS-based including a advanced survey engine
- Cut 80% of your manual work—spend more time with your clients
- Insights based on data-driven, cutting-edge Artificial Intelligence
- Evidence- and research-based recommendations
- Presence in 28+ markets on all continents through our Licensed Practitioners
- Network, through leadership, personal branding

INNOVATI^oN 360

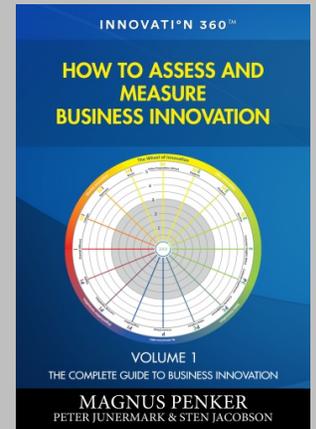
Start with a Licensed Practitioner Accreditation



Prep Work:

Theory: Read *How to Assess and Measure Business Innovation*

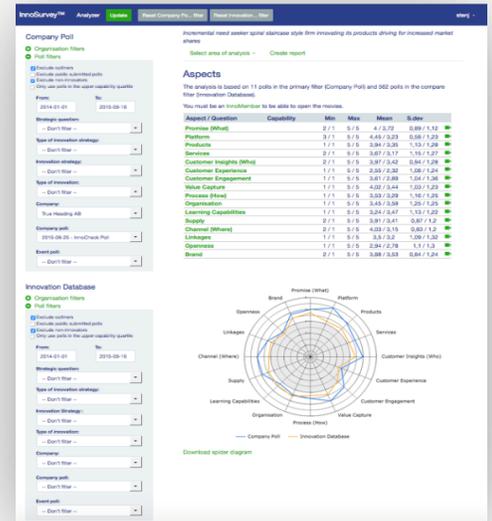
InnoSurvey[®] Assessment (optional): Before attending the accreditation, select a test client and set up a 360 degree innovation assessment



“Boot Camp” (3-day training with group work):

- Day 1: 08.00 am – 05.30 pm (lunch included)
- Day 2: 08.00 am – 06.00 pm (lunch & dinner included)
- Day 3: 08.00 am – 02.30 pm (lunch included)

- The Innovation360 Framework includes current thinking based on research and the best strategic, processing, leadership, and cultural practices within innovation
- Analyze your test case (optional) with the InnoSurvey[®] Analyzer
- Learn to craft tangible recommendations
- Prepare a influencing presentation with tangible recommendations (executive report) on your test client case
- How to implement an innovation system – hypothesis-based approach and business prototyping exercises
- How to run our interactive InnoSurvey[®] seminars using “Innovation Circles” to generate leads and sales



InnoSurvey[®] Capability Analyzer

INNOVATI^oN 360

Join our mission in building innovation capabilities for sustainable growth and profit across the globe

When and Where ?

Accreditations are run every month. Visit innovation360.com/event/ for the schedule.

Stockholm



New York



Sydney



Washington DC



Dubai



How?

Fees paid via invoice or credit card.



We offer open accreditations as well as customized, on-site accreditations globally.



Innovation360 Faculty



Magnus Penker
CEO



Peter Glasheen



Susan Wright



Peet Van Biljon



Sten Jacobson

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INNOVATI^oN 360

Global Thought Leadership

The circumference of a circle has an infinite number of points, yet it is bound. If you move in a 360° arc, you will return to your starting point, but with a complete view of the area you have circumscribed. While the number of fascinating points along that arc is functionally infinite, what matters most is what's on the inside.

Successful innovation cannot be approached as a goal to strive for or as a simple metric to benchmark against. It can only be understood through a careful evaluation of what makes an organization unique, which is hard, as everything is open to people's perception. Therefore both quantitative and qualitative descriptions are necessary to find ng the right insights and making the right decisions.

Magnus Penker's insights into the fundamental nature of innovation form the heart of the Innovation360 Group's methodology, and he continues to push the boundaries of the possible. The analytic tool InnoSurvey®, and his conclusions, are not just theoretical but immensely practical. To prove his insights and theories, he has launched 10 start-ups and has acquired, turned around, and sold over 30 enterprises.

Today InnoSurvey® is used globally as a leading analytic tool. Its databases of innovation management data are sourced from more than 1,000 organizations in 62 countries. Penker's presentations on topics like the Three Innovation Horizons place him in the forefront of global thought leadership around the business implications of the radically new. He is a highly sought-after speaker at international business schools, associations, conferences, and institutions around the world.

In 2016, Penker was honored to speak at the 8th Annual Drucker Forum, in Peter Drucker's hometown of Vienna, Austria. The Global Peter Drucker Forum is an international management conference dedicated to the management philosophy of Peter Drucker, who lived from 1909 to 2005. Frequently referred to as a management guru, Drucker was a management professor, writer, and consultant. The forum is held annually in November, hosted by the Peter Drucker Society Europe and the Drucker Institute at Claremont Graduate University.

Back home in Sweden, Penker was recognized as the "Most Innovative CEO Sweden 2016" and "Growth Strategy CEO of the Year Sweden 2016" at the Business Worldwide Awards.

To engage with a wider audience, Innovation360 has codified Penker's knowledge and insights, reaching out to the world through client assignments and Licensed Practitioners in 20+ countries.

Penker and Innovation360 excel at simplifying the complexity of chaotic global markets, where maps are constantly being redrawn with unprecedented rapidity. They guide businesses in devoting resources to innovation that complements and extends their core competencies, and attracting capital and talent to global innovation projects that help them redefine their industries.



"It is hard to be world champion in what you are not good at, discover your strength and build upon that to succeed. When competitors get up against you, use your strength and change the playing field based on those."

- Magnus Penker -