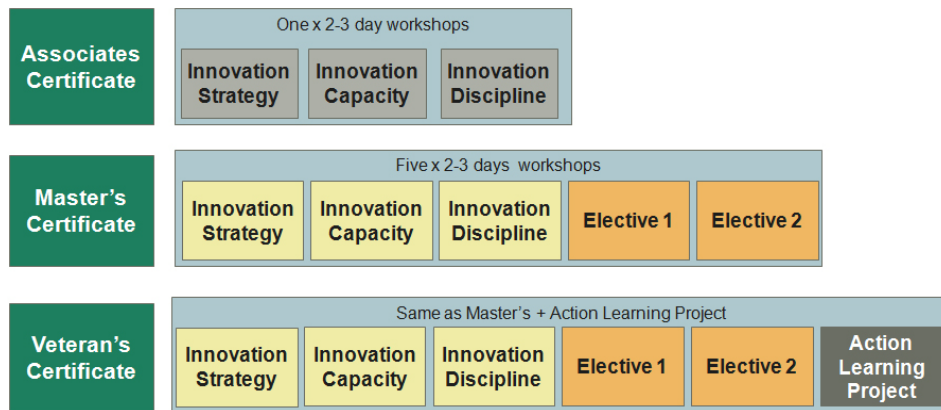


Innovation Excellence & Leadership CERTIFICATE



The Center for Innovation, Excellence and Leadership ([IXL Center](http://www.ixl-center.com)) in partnership with the [Hult International Business School](http://www.hult.edu) offers Innovation training and development program through its courses and certificates that can be taken at your own pace and at any of our global locations (Boston, Dubai, London, São Paulo and Shanghai), at your site, or at a site of your choosing. The action-learning content and composition of courses can also be tailored to your needs. **Many courses taken at the IXL Center are valid for MBA course credit. Courses may be taken individually or as part of the certificate program.** For more information, please visit our website at www.ixl-center.com/courses.

INNOVATION EXCELLENCE & LEADERSHIP CERTIFICATE PROGRAM



An **Associate's Certificate in Innovation Excellence and Leadership** will be given to individuals who completed a three-day beginner course of the three core classes.

A **Master's Certificate in Innovation Excellence and Leadership** will be give to individuals who completed all three core classes plus 2 electives of your choice.

A **Veteran's Certificate in Innovation Excellence and Leadership** will be given to individuals meeting the Master's requirement and completed a company-specific action-learning innovation project.

We offer special packages for companies or for those planning to complete a certificate program. For further information, please email us at courses@ixl-center.com.

To register for the courses, please click [here](#) or visit our website at www.ixl-center.com/courses.

IM-600s: INNOVATION ELECTIVE COURSES

The elective courses are designed for individuals who want to have a deeper understanding of a function-specific or an industry-specific innovation. ***The elective courses can be taken individually or be credited as part of the IXL Center's Innovation Excellence Master's and Veteran's Certificate Programs.***

IM-608: TRIZ TURBO (Elective)

Workshop on TRIZ-Based G3:ID Methodology

(in partnership with [GEN3 Partners](#))

Originally developed by a Russian engineer, TRIZ - the "Theory of Inventor's Problem Solving," is an innovation technique based on a systematic approach and set of tools for identifying innovative solutions to challenging problems. This unique course will be taught by GEN3 Partners, one of the leading consulting firms in TRIZ and open innovation. GEN3 has applied this technique at Chiquita, GE, P&G, Intel, Wrigley, Boston Scientific and other places to create some of the most interesting and widely discussed innovations in the world. GEN3's methodology is now available to all those innovation practitioners through this IXL Center course. ***This course can be taken individually or be credited as part of the IXL Center's Innovation Excellence Master's and Veteran's Certificate Programs.***

COURSE OBJECTIVES: This two-day workshop is designed to deploy the innovation platform within your company, integrating the TRIZ-based G3:ID approach with your existing engineering culture and methods (Six-sigma, DFSS, etc.). This workshop will primarily focus on the fundamental principles of product innovation utilizing TRIZ-based tools. This is an action learning workshop where you will work with a diverse set of individuals from other companies.

- Examine the different innovation killers and its effect on innovation initiatives
- Understand how components and their interactions affect a system
- Learn the function-based approach to identify and evaluate problems
- Learn the Altshuller's Matrix in solving problems and engineering contradictions
- Understand the different trends affecting product or service development

COURSE OUTLINE. This is an action learning workshop where you will work with a diverse set of individuals from other companies.

- Introduction to the G3:ID Methodology
- Function Analysis for Products
- Cause-Effect Chain Analysis
- Trimming for Products
- Engineering Contradictions and Inventive Principles
- Resolving Physical Contradictions
- Introduction to Trends of Engineering System Evolution
- Introduction to G3:ID Patent Strategies

KEY TAKEAWAYS

- Get insight into the challenges of innovation initiatives across organization
- Understanding of the fundamental tools for problem identification and problem solving

- Skills that can be applied to improve functionality and/or cost optimization in your products and services
- Examples and stories of using G3:ID tool in companies such as Chiquita, P&G, GE, etc.

PARTICIPANTS: Senior executives; Innovation Managers/Directors; HR managers seeking to drive cultural change; Entrepreneurs seeking new ways to grow their companies; R&D, engineers, product designers and production/operations managers looking for new ways to identify and solve problems to create new product/service offerings.

FACULTY

- Dr. Irina Sigalovsky, Principal at GEN3 Partners
- Dr. Semyon Kogan, President & COO at GEN3 Partners

DURATION: 2 days

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To register for the courses, please click [here](#) or visit our website at www.ixl-center.com/courses.

OTHER INNOVATION ELECTIVE COURSES

Business Model Innovation (Course IM-601)

Many of the most impactful innovations have nothing to do with technology, process or product but around the business model. Learn about business models and case studies to innovate within your industry.

Design-Led Innovation (Course IM-602)

Companies like P&G and Apple have led the charge on better understanding customer insights and usage to design products that are more functional, emotional and experiential for customers. Learn about ethnography, inspiration, storytelling, design, and visualization to drive innovation in your company. Learn the tools and frameworks used by companies like IDEO and PDT.

Technology-Led Innovation (Course IM-603)

Companies like Corning and Intel have led the market through technology strategies that have informed business strategy based on robust technology roadmaps. Learn about how to use trends at the intersection of technology and markets to develop technology roadmaps, technology acquisitions plans, R&D strategies on one side and product roadmaps, market segments and market strategies on the other side. Learn about the tools and frameworks from companies like Arthur D Little and SRI.

Process Innovation (Course IM-604)

Companies like Nucor and Dell have revolutionized their industries through process innovation. Learn how to look beyond continuous improvement, TQM and Six Sigma to develop breakthrough processes that completely change the rules of the game. Learn to look at the same problem through new eyes, adjacent industries and new technologies. Learn about the tools and frameworks used by PRTM and other consulting firms.

Product Innovation (Course IM-605)

Companies like Nokia and Cadbury Schweppes consistently bring to market a continuous pipeline of product innovations to the market. They use stage gates and structured processes to drive products to market that can be ramped up rapidly to capture large market shares. Learn about Cooper's stage-gate process and how it removes risk and cost and drives speed from concept to customer in businesses looking for incremental changes in product design. Learn about the tools and frameworks used by StageGate and PRTM.

Package Innovation (Course IM-606)

Some of the biggest innovations have been packaging innovations, whether the upside-down ketchup bottles of Heinz or toothpastes with flip-caps or water in elegant bottles. Learn about how color, shape, size and functionality can create totally new functional benefits and experiences for the customer and how to apply this knowledge to your environment. Learn about the tools and frameworks used by companies like Laga.

Brand Innovation (Course IM-607)

Companies like Virgin, BMW and Apple are more than brands and are in fact "lovemarks". Not only are they well respected but they are loved by customers. These companies have tapped into the emotional needs of consumers and have gone the extra mile to wow the customer and drive word-of-mouth. Learn about Lovemarks, understanding consumers, and leveraging word-of-mouth to create your own Lovemark. Learn about the tools and frameworks used by companies like Saatchi & Saatchi and BzzAgent.

Healthcare Innovation (Course IM-609)

Learn how to increase the innovation capacity and improving innovation performance for individuals and teams in new drug development in the Healthcare industry. Understand the culture, enablers and drivers for innovation in the Healthcare industry. Learn on how to generate big and bold ideas and accelerate these ideas from concept to commercialization.

Open Innovation (Course IM-610)

Companies like Pfizer, P&G, Apple, and Virgin have made Open Innovation and Partnering a key differentiator and driver of their innovation successes. Learn how to source and develop innovations across and beyond your extended enterprise; and learn how to build win-win relationships and alliances across functions and businesses and across the value chain from concept to customer. Learn how to use scouting and insight generation tools, role-playing and simulation, make-collaborate-buy frameworks. Innovation chains and roadmapping to more systematically and successfully identify key potential sources and partners and key barriers and drivers of their behaviors.

Innovation Leadership (Course IM-611)

The general difficulty in embedding innovation as part of an organization's culture is that innovation is inherently disruptive and changes the practices of the organization. Learn how to develop the leadership commitment and behavior to build and sustain a culture and climate supportive of the innovation, understand the importance of Thinking and Acting differently, Walking-the-Talk and leading by example, and learn how to have the right mix of people, reinforce the right behavior and create the stories.

About The Center for Innovation, Excellence and Leadership:

The Center for Innovation, Excellence and Leadership (IXL Center) was founded by individuals who previously led the Innovation Practice of Arthur D. Little, IMI and the Monitor Group. The mission of IXL Center is to (1) provide training for practitioners and managers to become high performing innovation managers, (2) develop and publish deep insights on the topic of innovation breakthroughs and innovation management, and (3) build a community of innovation thought leaders and practitioners. The IXL Center has locations in Boston, Dubai, London, Shanghai and São Paulo. The Center has strategic partnerships with Hult International Business School, Imaginatik, InnovationTools and Arthur D. Little. IXL Center's faculty include innovation leaders from companies like Motorola, Osram Sylvania, Natura, GEN3, Palladium Group and Arthur D. Little. For more information, please visit our website at www.ixl-center.com.

About Hult International Business School:

Hult International Business School, formerly the Arthur D. Little School of Management, is a NEASC and AMBA accredited business school. Established in 1964, Hult offers a unique one year MBA program to a diverse student body from over 50 countries. The school has four campus locations: Boston, Dubai, London and Shanghai. Hult is partner of EF Education First, the world's largest private education organization. For more information, please visit their website at www.hult.edu.

About GEN3 Partners:

GEN3 Partners is an open innovation services firm that enables clients to achieve better ongoing execution for both breakthrough and sustaining innovation, improving both speed to market and the impact of innovation efforts. GEN3 brings science and technology services to many of the largest and most respected industrial and consumer packaged goods companies around the world. For over a decade, we have been developing creative solutions to our clients' most complex product, process, and packaging innovation challenges. We offer a full range of services including project execution, technical innovation training, and new venture development. Our client relationships are based on a partnership model to achieve breakthrough results. For more information, please visit their website at www.gen3partners.com.