



Exam Preparation Course **Certified Innovation Strategist (CInS)®**

Al Tafaouq Al Elmi offers a preparation course for Certified Innovation Strategist (CInS)®. This certification is recognition from **Global Innovation Institute (GInI)®** of business leaders who have demonstrated an advanced understanding of key topics relating to innovation strategy, business model innovation, customer experience innovation, and opportunity promotion.

CInS® certification affirms an individual's proficiency at select advanced innovation methods and tools. This includes innovation strategy formation, the GInI Innovation Strategy Cycle, the GInI Strategic Innovation Compass, the GInI Strategic Innovation Roadmap, strategic innovation portfolios, the GInI Business Model Innovation Framework and Business Model Canvas, the GInI Customer Experience Journey Map, and the GInI Winning Business Plan and Pitch Deck.

Benefits of Becoming a Certified Innovation Strategist (CInS)®

A Strategic Innovation Thinker: Develop the ability to see innovation as a strategic tool for advancing the relevance, growth, and resilience of the organization. Furthermore, develop the ability to guide the organization strategically in defining and pursuing a specific course for innovation. As part of this, you will be able to examine the many options for an innovation portfolio from which organizations can select options that balance the short, medium, and long-term needs of the organization.

A Leading Advocate for Customer Values and Experiences: Deepen the individual focus on market pull and on solving real market challenges around customer values and experiences. This drives deeper engagement of customers with organization brand and allows the business to move from empathy to revenue.

Learn How to Effectively Discern Market Needs and Define "What's Next": Learn effective methods and tools to help the organization uncover new sources of value for its markets. This includes how to prioritize these for maximum impact relative to emerging trends and scenarios. Also, learn how to look both inside and outside the organization for the most promising new models of market engagement.

A Champion of the Organization's Own "True North": Develop the ability to take an objective look at how the organization is delivering new innovation to ensure it is maximizing its overall impact on both its markets and the business.

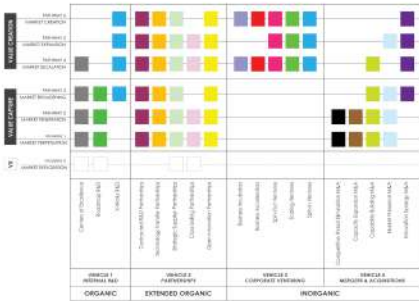
Target

Strategist and Organizational Excellence specialists, Senior-level managers who wish or intend to take on a strategic innovation role in their organization, or seek to become Authorized Innovation Assessor.

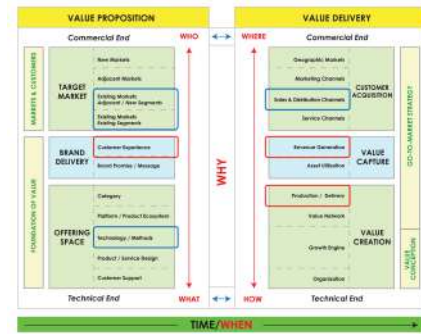
Audiences

Training Methodology

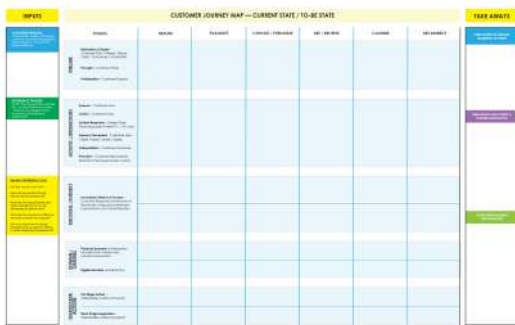
This course offer an immersive, practical experience for the participants within a training methodology based on exercises, discussions, case studies and various interactive methods, and includes models and tools for the Global Innovation Institute.



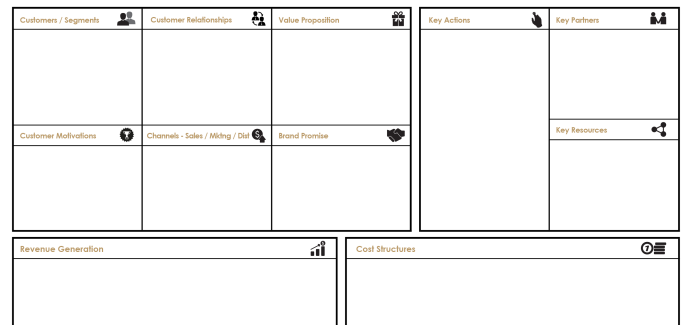
GInI Strategic Innovation Roadmap - (SInR)



GInI Business Model Innovation Framework - (BMInF)



GInI Customer Experience Journey Map (CXJM)



GInI Business Model Canvas (BMC)

Main Course Topics

- 1 **Innovation**
The Framework for Why We Pursue It & An Understanding of What It Really Is
- 2 **Innovation Strategy**
What Goes Into an Innovation Strategy & How We Go About Building One
- 3 **Being Discovery Driven**
The Role of Discovery Skills in Pursuing New Innovation
- 4 **Opportunity Hunting**
Where to Hunt for New Opportunities & Why We Hunt
- 5 **Customer Experience Design**
Delivering Innovative New Customer Experiences to Our Markets
- 6 **Business Model Innovation**
Conceiving Breakthrough New Business Models
- 7 **Promoting Winning Innovation Opportunities**
So That Our Businesses Can Maximize Their Investments in Innovation

Obtaining Certified Innovation Strategist (CInS)[®] Certification

Meet the exam eligibility requirements:

To be eligible to register for the CInS[®] exam, an individual must meet ONE of the following criteria:

- A minimum of two years of professional experience with a Master's degree or higher.
- A minimum of four years of professional experience with a Bachelor's degree.
- A minimum of seven years of professional experience with less than a Bachelor's degree.
- In addition:
Show proof of ownership of the GInI Applied Innovation Master Book[®] (\$399 - Includes Shipping fees).
Pay the CInS[®] exam fees (\$650).

Maintaining Certified Innovation Strategist (CInS)[®] Certification

To maintain your CInS[®] Certification, you must earn 45 Innovation Development Units (IDUs) every three years, or retake the CInS[®] exam.

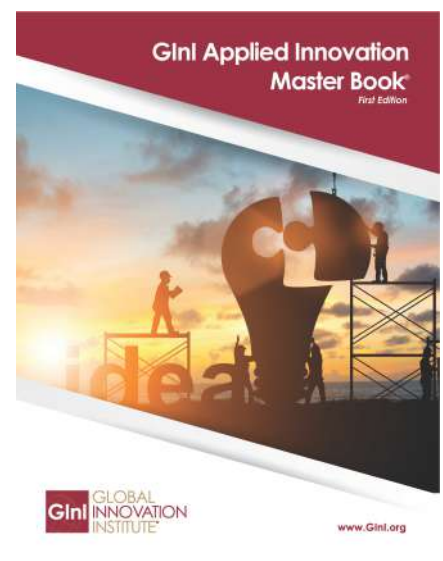
GInI Applied Innovation Master Book[®]

The United States based Global Innovation Institute aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities.

The GInI Applied Innovation Master Book[®] is a comprehensive reference book written for working business professionals seeking to understand the diverse array of concepts associated with business innovation. The book presents these concepts in such a way that business professionals can understand and apply them in the context of the whole of innovation practice, and use them effectively at every level of the organization.

The book is structured in a way that first presents the foundational knowledge of business innovation and then examines the respective work of Innovation Professionals, Innovation Managers, Innovation Strategists, and Chief Innovation Officers. It also presents a detailed understanding of the Design Thinking process and its associated design methods. In this way, the book can be applied at the differing stages of the professional's business career.

GInI Applied Innovation Master Book[®] stands alone as the only book of its nature in the world - a book that presents a comprehensive review of all innovation topics, starting from the most tactical and going to the most strategic.



Established in 2004, Al Tafaouq Al Elmi, is a training and management consulting provider based in Abu Dhabi. We are licensed by The Abu Dhabi Centre for Technical and Vocational Education and Training; and one of the preferred training partners by the Federal Authority for Government Human Resources. We are fully authorized by Global Innovation Institute (GInI[®]) (AInP: 44S5LWFM6NGGCDEAV7P8) to deliver all of GInI's certifications based training, assessments, endorsements and other related innovation offerings.



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