



CERTIFIED INNOVATION PROFESSIONAL

LIVE ONLINE CERTIFICATION

2025 EDITIONS:

- > 13 - 17 JANUARY
- > 25 - 29 AUGUST
- > 12 - 16 OCTOBER (ARABIC)



Driving superior business performance by embracing innovation

Key business benefits:

- > Achieve excellence in performance by linking innovation data to your organizational objectives.
- > Ensure organizational competitiveness by designing and developing an innovation framework.
- > Attain superior results by managing innovation performance results based on measured data.
- > Eligible for Executive Program in Strategy & Performance Postgraduate Diploma.



Over the last years, the team at The KPI Institute:

- > Documented 21,000+ KPIs from 16 functional areas and 25 industries.
- > Reviewed 1,000+ performance reports from 125 countries.
- > Referenced 30,000+ resources as part of the documentation process.



Course overview



Innovation offers the opportunity to enhance an organization's performance through creativity, idea management, and a complex innovation framework. Innovation management represents the creation of processes that aim at generating and exploiting new development opportunities. It outlines innovative ideas from two different perspectives: qualitative and quantitative, with emphasis on their efficiency and effectiveness levels, once they have been implemented. As successful businesses constantly focus on innovative thinking, innovation performance comes as one of the best approaches in achieving highly qualitative procedures and in generating superior ideas, within the organization.

👤 Participants' profile

- › Persons interested in innovation practices, as well as performance improvement through innovation;
- › Top/middle/lower management staff like executives, operational managers and analysts. Individuals from top/middle/lower management, regardless of their field of expertise, responsible with improving organizational performance through internal innovation practices;
- › IT and Service Managers, Innovation Managers, Quality Managers, Technology Transfer Managers.

+ Benefits

- › Develop and maintain an innovation-oriented organizational culture, by applying innovation best practices;
- › Improve internal processes and initiatives by managing the organizational innovation capability;
- › Receiving guidance and international innovation expertise on developing and implementing a successful innovation plan;
- › Gain strong competitive insights from innovation specialists' experience and best practices examples that suit your organization's needs;
- › Access professional recognition of innovation performance knowledge and capabilities, by obtaining the certification granted by The KPI Institute.
- › Obtain 40 CPD credits to include in your CPD records for your professional body, institute, regulator or employer.

+ Learning objectives

- › Understand the fundamentals of innovation performance measurement;
- › Associate innovation objectives with the organizational strategy;
- › Learn how to design an organizational innovation framework;
- › Select the relevant KPIs and establish a monitoring process of your innovation performance;
- › Integrate innovation to other existing organizational systems;
- › Address initiatives to support innovation culture development.

Agenda



Day 1 - 4h

Introduction to Innovation

- › Definition of innovation
- › Types of innovation
- › Importance of innovation
- › Innovation & creativity
- › Innovation & invention
- › Qualities of innovators
- › Myths of innovation
- › Reasons of innovation failure

Innovation Capability & Management

- › Definitions of Innovation Capability
- › Building Blocks of Innovation Capability
- › Definitions of Innovation Management
- › Innovation Management Models

Diagnosis

- › Assessment of the organization's current state and understanding of the overall market (Gap analysis, SWOT, PESTLE, BCG Matrix, Porter's model)

Day 2 - 4h

Planning for Innovation

- › Business Strategy versus Innovation Strategy
- › Develop your Innovation Strategy
- › Tests for assessing/creating your organizational structure

Organizing for Innovation

- › Identify your Stakeholders
- › Identify your Resources
- › Prioritize Innovation according to your Resources
- › Form Team(s)

Day 3 - 4h

Aligning Leadership & Culture

- › Providing Innovative Managers
- › Providing Innovative Leaders
- › Creating Innovation Culture

Implementing Your Innovation Process

- › Innovation Process: Stage Gate
- › Design Thinking Process and Tools
- › Agile & Innovation
- › Ideation Process & Tools
- › Idea Selection & Evaluation

Day 4 - 4h

Implementing Your Innovation Process

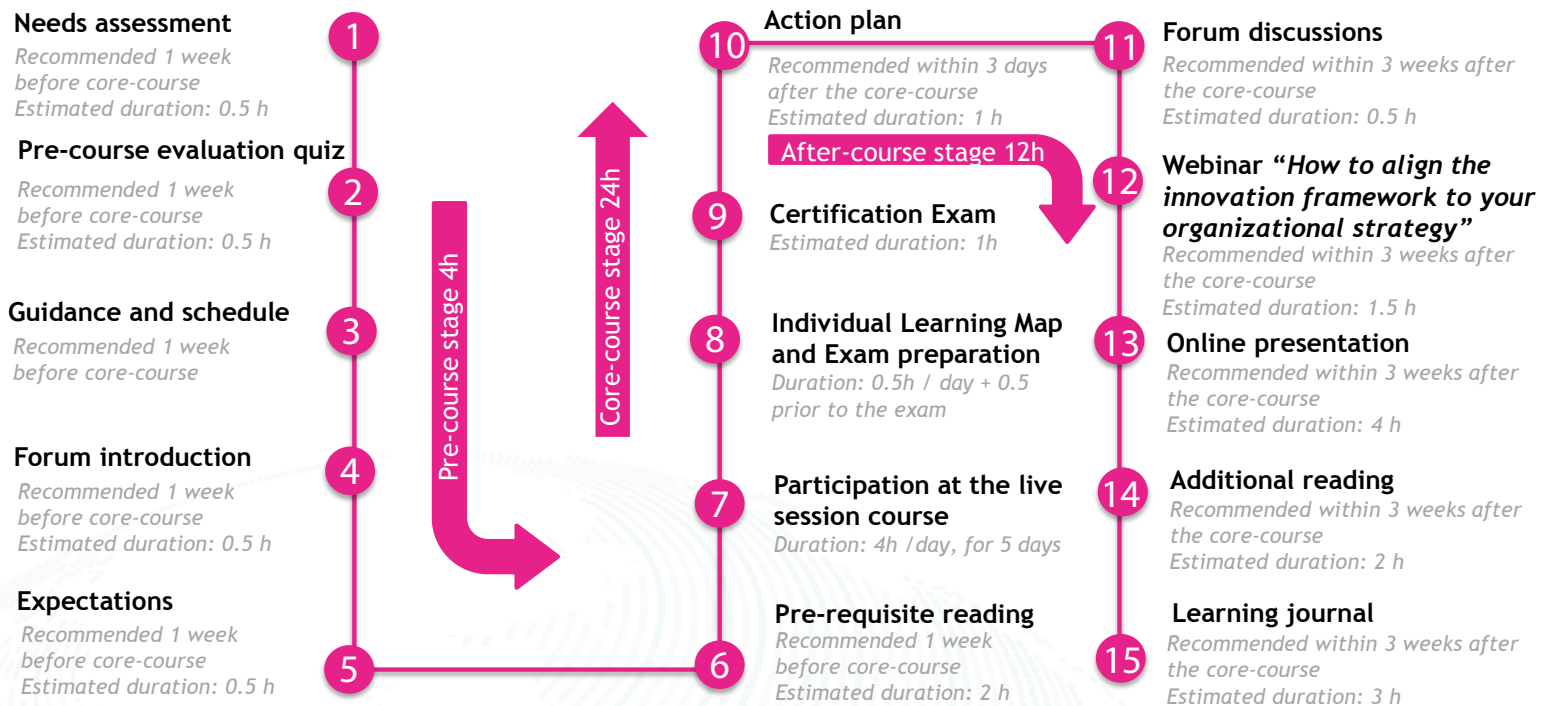
- › Communicate with Stakeholders
- › Develop your Business Case
- › Develop your Portfolio
- › Risk Management & Mitigation Strategies in Innovation
- › Intellectual Property Rights in Innovation

Day 5 - 4h

Innovation Performance and Improvement

- › Importance of Measuring Innovation
- › Measuring Innovation (Techniques, Metrics & KPIs)
- › Measuring Innovation: Understanding KPIs
- › Measuring Innovation: Difference between KPIs, Metrics, KRIs & Analytics
- › Learning for Better Innovation

Certification Process



The certification process is finalized only when you complete all of the 3 stages of the learning experience. You will receive:

- Certificate of Completion (soft copy): after completing pre-course activities and passing the Certification Exam;
- Certificate of Attendance (soft copy): after participating at the 5 days of live session course;
- Certified Professional diploma (soft copy): after you have successfully completed all of the 3 stages of the learning experience and the full payment was received by contractor.
- CPD Certificate of Attendance (soft copy): once you have successfully obtained the Professional status.

Educational resources



Course materials

- › Course Slides
- › Course notes
- › Course quiz
- › The KPI Infographic

The qualitative reports

- › Performance Management in 2012 – 2018

Premium subscription on smartKPIs.com

- › Available for 6 months, providing access to 500 fully documented KPIs and over 20.000 KPIs enlisted and one research report from the Top 25 KPIs series.

Educational resources



MICRO-CERTIFICATE IN STRATEGY PLANNING MATURITY ASSESSMENT

This micro-certification course is an additional benefit provided to all participants to upskill professionals in assessing Strategy Planning Frameworks in organizations. The maturity assessment methodology presented during the course is the proprietary knowledge of The KPI Institute and Global Performance Audit Unit, built on 10+ years of research and practical experience in strategy formulation. Moreover, upon course completion participants can request access to one-time, free of charge, the entire evaluation methodology on the GPA Unit online platform.

Professionals will gain practical experience in identifying the strengths and weaknesses of organizational practices and formulating improvement recommendations in 6 key areas:

- › Organizational Identity
- › Strategy Formulation
- › Strategy Articulation
- › Strategy Alignment
- › Strategy Review
- › Strategy Governance & Communication

OTHER RELATED MICRO-CERTIFICATES



**Micro-certificate
in Performance Measurement
Maturity Assessment**



**Micro-certificate
in Performance Improvement
Maturity Assessment**



**Micro-certificate
in Employee Performance
Maturity Assessment**

NOTE: These three micro-certificates are not offered as part of the Certified Innovation Professional Program, they can be purchased separately. For more information, [CLICK HERE](#)

About Executive Education in Strategy and Performance



The Executive Program in Strategy and Performance is the most complex educational program in The KPI Institute's portfolio. It is designed for business leaders who are interested in strengthening their skills in strategic planning, performance measurement, data analysis and reporting, and strategy execution in dynamic markets.

Professionals interested in this program, can enroll to obtain one of the following diplomas:

Postgraduate Diploma in Strategy and Performance

Recommended for Executives and consultants interested in developing an in-depth understanding and experience in Strategy and Performance Management.

- > 3 semesters (18 months)
- > 6 mandatory courses
- > 2 elective courses
- > 1 final practitioner portfolio (36 assignments)
- > 1 Postgraduate Diploma in Strategy and Performance

Graduate Certificate in Strategy and Performance

Recommended for professionals interested to explore the basic disciplines related to Strategy and Performance Management.

- > 2 semesters (12 months)
- > 4 courses
- > 1 final practitioner portfolio (20 assignments)
- > 1 Graduate Certificate in Strategy and Performance



"NOTE: Certified Innovation Professional is part of the Postgraduate Executive Education program."

Faculty



The KPI Institute retains the authority to designate facilitators for each training course based on business requirements. The TKI Faculty continually expands by incorporating subject matter experts and experienced professionals to guarantee an exceptional experience for our trainees. Consequently, the facilitator assigned to the course may undergo changes prior to the actual delivery date. For information about the appointed facilitator for each session, kindly contact your sales representative or reach out to office@kpiinstitute.org.



Malek Ghazo

Lead Management Consultant
Expertise: Performance Measurement Management, Strategy Management, Data Visualization, Customer Service, Organizational Excellence, Innovation, Sustainability



Aurel Brudan

CEO
Expertise: Strategy & Performance Management, Innovation Management, and Operations Management

Course Fees

Language	Date	Time zone 1	Time zone 2	Standard Fee
English	> 13 - 17 January	09:00-13:00 GST	13:00-17:00 GMT +8	USD \$ 1,500
	> 25 - 29 August	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500
Arabic	> 12 - 16 October	18:00-22:00 GST	09:00-13:00 CST (US)	USD \$ 1,500

Join as a Group

Customized Live Online Group Training Programs

The KPI Institute is offering Customized Live Online Group Training Programs that provide a perfect blend of research, best-practice and best-in-class instructional design.

Leveraging on our extensive research work, our highly skilled faculty, our expertise in providing customized learning solutions, together with next-generation online technology, our Group learning programs are unique, accessible anytime, anywhere learning experiences that deliver results for employees and the organization.

This fully customized training solution supports organizations of all sizes to provide their employees with development opportunities in an efficient, impactful and cost-effective way.

Benefits of customized live online sessions



▶ Flexibility and convenience

Participants can learn from anywhere and it can be scheduled in consecutive days throughout one week or selected days over 2 or more weeks. Participants can access learning materials from anywhere, anytime convenient for the group.

▶ Customized course content

Course content, case studies and exercises will be customized based on the group's industry or selected functional areas, as well as by assessing current needs and competency development requirements.

▶ Business continuity

Continuity of work with daily sessions scheduled for a maximum 4 hours to ensure both information assimilation efficiency and work-related task completion.

▶ Virtual collaborative learning

Facilitated inter-company learning is enabled, leading to Virtual Teams Cooperation and Communication, with the help of specialized E-Learning technology.

▶ Cost effectiveness

An estimated of up to 40% savings compared with traditional face-to-face in-house solutions, due to logistical burdens being waved from both customer and contractor.

Customized Live Online Group Courses	Online Live Format	Content details
Certification	5 Days - 4h/Day	Fully customized certification course
Masterclass	3 Days - 4h/Day	75% of the certification course content, selected based on group requirements
Essentials	2 Days - 4h/Day	50% of the certification course content, selected based on group requirements
Awareness Session	4 h	Selected 1 or 2 sessions from a certification content, depending on the length

Group sizes range from a minimum of 10, to a maximum of 25 participants.

Should you be interested in scheduling a live online Group training course, email us at office@kpiinstitute.org or contact one of the region representatives.

Online Coaching (up to 4h)

- ▶ One of our consultants and facilitators will be dedicated to help customers individually achieve their business objectives, evaluate current systems or tools and provide feedback on how to improve current strategy, performance measurement and management practices.
- ▶ Our dedicated coaches are industry, capability and functional area experts who guide the participants in addressing their business needs and requirements.
- ▶ They will work closely with attendees and help them address their individual areas of improvement.
- ▶ We can assist in providing coaching on all the topics that we cover through our certification programs detailed in this brochure.

*Live coaching will be provided via conference call. The session scheduling will be established either via email/conference call for all delegates or individually between each participant and the facilitator.

**Hours to be accessed when required by scheduling as per customer preference and facilitator availability.

Get in touch with us for a customized quotation

Registration

3 ways to register

Online

marketplace.kpiinstitute.org

Direct contact

Call us and we will assist you through the registration process.

Middle-East Delegate

Teodora Gorski
Managing Director MENA
E: teo.gorski@kpiinstitute.com
M: +971 55 787 6427

Worldwide Delegate

Alexandru Muntean
Head of Customer Engagement
E: alex.muntean@kpiinstitute.com
M: +40 747 060 997

Registration form

Email us with your registration details

Payment

Credit card

Pay by credit card using the online facility.

Bank transfer

1. Send an email containing your contact details and registration request;
2. An email confirmation containing the tax invoice and bank account details will be sent to you;
3. Proceed with the attendance fee payment by bank transfer;
4. Send through email the proof of the payment transaction completion;
5. A tax receipt together with the registration confirmation will be sent to you via email (after the attendance fee payment is confirmed).

Kindly ensure that your payments reflect the Total Amount of the invoice that will be presented to you. It is your responsibility to cover all bank fees due to Telegraphic / Wire transfer.

Registration form

By filling your contact data, you agree to receive further information about our events. Your privacy is very important to us. We will not sell, rent or share your personal information under any circumstances.

Participant details:

Mr. Mrs.

.....
 First name

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 Last name

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 Job title

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 Email

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 Phone

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 Organization

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 Department

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 Date of training course

.....
 Training course

.....
 City

.....
 Country

Registration cancellation procedure

Any withdrawals have to be announced at least two weeks before the beginning of the course, through fax or e-mail. In this situation, the attendance fee will be refunded, less \$400 retained for administrative expenditure. The attendance fee will not be refunded if the withdrawal from the course takes place less than 2 weeks before its start date. If you find yourself in the impossibility to attend the course after the registration process is already completed you may delegate another person to attend the course in your place without any further fees charged. If you have confirmed and made the attendance fee payment but you didn't attend the course, the course attendance fee will not be refunded. If you attend the course only partially (one day or a limited number of sessions), you will not benefit from any attendance fee reduction or refund.

Term of Agreement

If there are no other standing agreements, this form represents a valid contract between the parties.

I agree to the above terms and conditions.

.....
 Signed

.....
 Date

.....
 Company stamp

The Customer acknowledges and agrees that all materials provided by The KPI Institute, including but not limited to the live presentations, any audio-visual presentations, and the handout materials distributed pre, during and after the training course, shall at all times remain the sole and exclusive property of The KPI Institute. They cannot be made public, and can only used for the purpose of the individual course participant's benefit. In no event shall the Customer use the live presentations, any audio-visual presentations, and/or the handout materials for any other purpose, including but not limited to the offering of any course, training or seminar that in any manner competes with the course or any portion thereof. This provision shall survive the termination or expiration of this Agreement.



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