

**CERTIFIED INNOVATION
LEADER**



GENTEX[®]
TRAINING CENTER



Introduction

Innovation rarely fails for lack of ideas; it fails for lack of leadership that can move ideas into results. Organizations need leaders who can build a system, not just run a workshop. This Certified Innovation Leader Training Course gives participants the frameworks, processes, and leadership practices that turn creativity into measurable outcomes. Furthermore, it covers innovation strategy, portfolio management, design thinking, idea pipelines, and the culture and metrics that sustain innovation over time. Participants also learn to secure sponsorship, manage risk, and lead cross-functional innovation teams. As a result, they leave able to build and run innovation capability inside a real organization.

Certified Innovation Leader Course Objectives

- Diagnose organizational innovation maturity using structured assessment models.
- Build innovation strategy aligned to business goals and market needs.
- Apply design thinking and human-centred design methods to real challenges.
- Run structured ideation using SCAMPER, brainstorming rules, and TRIZ thinking.
- Evaluate and prioritize ideas using impact-effort and portfolio scoring.
- Manage an innovation portfolio with stage-gate and lean startup testing.
- Build rapid prototyping and experimentation practices.
- Lead cross-functional innovation teams with clear roles and mandates.
- Develop a culture of psychological safety, curiosity, and calculated risk.
- Measure innovation performance with input, process, and output metrics.

Course Methodology

- Interactive workshops built around live organizational challenges.
- Guided application of design thinking and ideation tools.
- Innovation portfolio and maturity assessment exercises.

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Simulation of stage-gate and lean experimentation cycles.
- Case studies from corporate, public sector, and startup settings.
- Action planning that links each method to the participant's own innovation agenda.

Who Should Take This Course

- Innovation managers, leads, and programme owners.
- Product, R&D, and business development managers.
- Senior managers responsible for growth and transformation.
- Strategy and continuous improvement professionals.
- Entrepreneurs and intrapreneurs building new ventures.
- Consultants and facilitators leading innovation programmes.

Certified Innovation Leader Course Outlines

Day 1: Innovation Leadership and Strategy

- Defining innovation types: incremental, adjacent, and disruptive.
- Assessing innovation maturity with structured models.
- Aligning innovation strategy with business objectives.
- Mapping market, customer, and technology trends.
- Setting innovation ambition and portfolio balance.
- Securing executive sponsorship and clear mandates.
- Completing a personal innovation leadership assessment.

Day 2: Insight and Opportunity Discovery

- Applying design thinking and the double diamond process.



LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



- Conducting customer interviews and jobs-to-be-done analysis.
- Mapping customer journeys and pain points.
- Scanning technology and market signals systematically.
- Defining opportunity statements with clear criteria.
- Testing assumptions before investing.
- Documenting insight into a challenge brief.

Day 3: Ideation, Prototyping, and Testing

- Running structured ideation with SCAMPER and TRIZ prompts.
- Applying brainstorming rules for productive sessions.
- Screening ideas with impact-effort and scoring matrices.
- Building low-fidelity prototypes quickly.
- Designing experiments with clear hypotheses and metrics.
- Applying lean startup build-measure-learn cycles.
- Practicing prototyping in a workshop sprint.

Day 4: Portfolio, Process, and Governance

- Managing innovation portfolios with stage-gate governance.
- Balancing incremental, adjacent, and disruptive projects.
- Setting decision criteria and funding thresholds.
- Managing risk, uncertainty, and failed experiments.
- Building innovation pipelines from idea to launch.
- Removing bureaucratic barriers and approval delays.
- Reviewing portfolio decisions in a simulation.





Day 5: Culture, Teams, and Innovation Metrics

- Building psychological safety and curiosity in teams.
- Leading cross-functional and diverse innovation teams.
- Recognizing and rewarding experimentation.
- Measuring innovation with input, process, and output metrics.
- Reviewing innovation performance and learning loops.
- Building an innovation operating model.
- Preparing a 90-day innovation leadership action plan.

Conclusion

By successfully completing Certified Innovation Leader, participants will gain the knowledge to set innovation direction, run structured discovery and ideation, and move ideas through prototyping and portfolio governance. They will acquire skills in innovation strategy, design thinking facilitation, experimentation design, and portfolio management that build lasting organizational capability. Gentex Training Center builds this course around live challenges, so learners return ready to lead innovation with discipline, sponsorship, and measurable results.

FAQs

Q1 What is the "Certified Innovation Leader" course about?

LEARN BOLD. LEAD BEYOND

GENTEX Training Center LLC | Orlando - FL, USA
Info@gentextraining.com



It develops the leadership capability needed to make innovation repeatable rather than occasional. The course covers innovation strategy, maturity assessment, design thinking, ideation and prototyping, portfolio and stage-gate governance, culture building, and innovation measurement frameworks.

Q2 What are the key benefits of the "Certified Innovation Leader" course?

Participants build innovation capability that produces a steady pipeline of tested ideas, not one-off workshops. They also secure sponsorship more effectively, prioritize investments with clearer criteria, reduce wasted effort on weak ideas, and measure progress meaningfully. These gains support growth and competitive positioning.

Q3 What skills will I gain from the "Certified Innovation Leader" course?

You will gain innovation strategy and maturity assessment, design thinking and ideation facilitation, experimentation and prototyping design, and portfolio governance and innovation measurement. These four skills work together to turn creative intent into managed, funded outcomes.

Q4 What tools, methods, or standards are covered in the "Certified Innovation Leader" course?

The course covers innovation maturity models, the design thinking double diamond process, jobs-to-be-done analysis, customer journey mapping, SCAMPER, TRIZ, structured brainstorming rules, impact-effort and scoring matrices, prototyping methods, lean startup build-measure-learn cycles, stage-gate governance, portfolio balancing frameworks, and innovation metrics across input, process, and output.





Q5 How is the "Certified Innovation Leader" course applied in real-world practice?

Participants assess their organization's innovation maturity, take a live challenge through discovery and ideation, and build and test a prototype with clear metrics. They also run a portfolio review simulation and leave with a 90-day plan for building innovation capability in their own unit.