

A MOBILE-LEARNING PROGRAM

# INNOVATION WHITE BELT



PRESENTED BY:



POWERED BY:



PRACTICAL KNOWLEDGE. BACKED BY RESEARCH. PROVEN IN PRACTICE.

## YOUR GUIDES



LEAD GUIDE  
STEVE OLSON, PH.D.  
PROFESSOR OF INNOVATION



KATHY SCHWAIG, PH.D. AND DEAN  
COLES COLLEGE OF BUSINESS



EVERETT DARBY, INNOVATION EXPERT  
GROWTH RIVER CONSULTING



NEALE MARTIN, PH.D. AND CEO  
SUBLIME MARKETING

Growth through innovation. It's the purest and most satisfying feeling in business. Analysts praise it. Customers adore it. Employees crave it. Investors reward it.

It's time to unleash innovation. In you, in others. Innovation with the discipline of an army and the passion of a love affair.

The **Innovation White Belt** Mobile-Learning Digital Badge Program will help you learn how to...

- Launch innovations that delight customers and leave competitors saying: "How do they do it?"
- Innovate to create value that drives profits and loyalty
- Map an emotional interface strategy for every touch point
- Prototype new products and new business models
- Play a lead role in building an innovative culture
- Apply the most popular innovation frameworks
- Achieve world-class rates of innovation
- Create a culture of innovation

### *Earn the new business credential...*

Digital Badges are the new credential for validating knowledge and know-how among business doers. No more death by PowerPoint or useless trivia. Access useful knowledge, just when you need it.



# INNOVATION WHITE BELT PROGRAM

QUEST  
CONTENT:

A BRIEF  
SUMMARY  
OF THE  
LEARNING  
OBJECTIVES



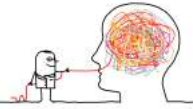
## Meet Your Innovation Guides

Offers a series of videos introducing the award-winning professors and the innovation practitioners who developed the program content.



## Start Your Innovation Journey

Introduction to the multiple dimensions of innovation and the pros and cons of innovating from the back position.



## Unravel the Mystery of Value Creation

Provides research-validated innovation definitions, models and frameworks needed to develop the skills to create, deliver and capture new value.



## Innovate in Three Dimensions

Summarizes the best practices for creating game-changing innovations by reaching the third dimension of innovation.



## Create a Category Killer

This Quest uses Steve Jobs and Apple as a case study for how a leader can build the teams needed to create game-changing innovations.



## Map the Innovation Genome

Introduces the popular strategies and processes offered by award-winning Professor Jeff DeGraff, from the University of Michigan.



## Innovate Continuously

Highlights the unique leadership skills needed to create a culture of innovation that creates innovations both big and small.



## Compete Creatively

Innovation is about identifying and launching new products or services that not make your competitors jealous—but makes them cry!



## Think Differently

This Quest is a deep dive into the areas of creative thinking and the creative processes needed to drive innovation at all levels of the organization.



## Innovate or Die!

Provides case studies from several industries on how “not innovating” can lead to corporate-wide failure. Inspires the program participants to avoid innovation traps.



## Innovate Smartly

Provides practical tools for understanding and managing the creative tension when innovators try create different types of innovation.



## Be the Disruption

Introduces the insights and wisdom offered by Geoffrey Moore in his book *Dealing with Darwin: How Great Companies Innovate at Every Phase of their Evolution*.



## Defeat the Darwinian Forces

Summarizes the best practices for leading creativity and innovation inside a mature organization or industry.

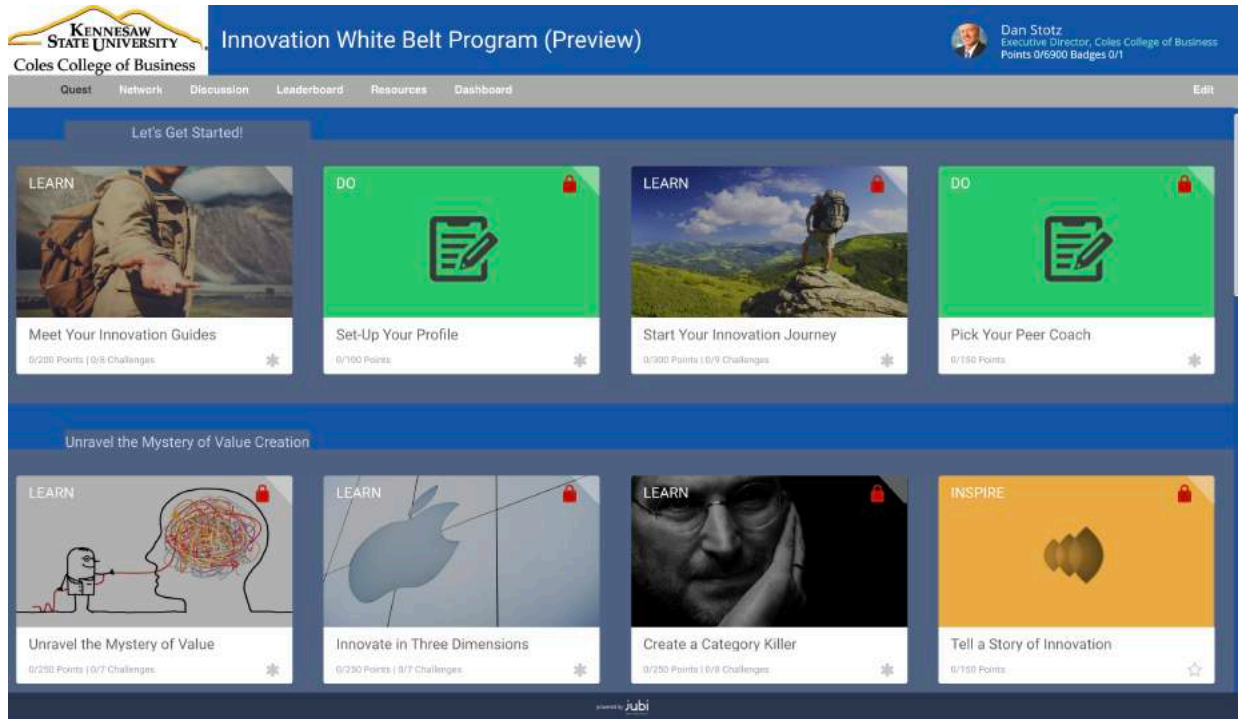


## Visualize and Pitch the Business Model

Introduces the Business Model Canvas (BMC) and the importance of developing the strategy for monetizing the innovation.

# INNOVATION WHITE BELT PROGRAM

WHAT'S  
DIFFERENT  
ABOUT THIS  
PROGRAM?



THE MOBILE  
LEARNING  
PLATFORM

## Welcome to Serious Play, Mobile Learning

We're never more serious than when we play. Kennesaw State University has partnered with Jubi, the innovative company that is reinventing business learning. Think Harvard meets Madden meets Facebook. Jubi makes learning fun, engaging—and, well, jubilant.



As you conquer quests, tackle challenges and climb levels, you engage collaborators and your own real work to turn insight into action. Your reward? A Digital Badge displayed on your LinkedIn page, validated with a click. Goodbye transcripts. Hello digital credentialing!

## Earn a New Credential

The Michael J. Coles College of Business, recognized as leaders in higher education innovation, is paving the way again. Earn the new micro-credential for today's LinkedIn world. Think different. Learn different. Be different.

## Play, Learn, Earn

Invest in your future and earn a new business credential. Your investment? \$895 per person. Discount pricing available for organization purchasing for multiple employees.



## Conquer the 14 Quests

Meet Your Innovation Guides  
Start Your Innovation Journey  
Unravel the Mystery of Value  
Create a Category Killer  
Innovate Continuously  
Compete Creatively  
Think Differently  
Innovate or Die!  
Innovate Smartly  
Innovation Warning Signs  
Become the Disruption  
Defeat the Darwinian Forces  
Visualize Your Business Model  
Prototype and Pitch for Profit

*Your Reward:  
An Innovation White Belt Certification*

WHAT'S IN  
IT FOR ME?

WHAT'S MY  
INVESTMENT?

READY TO  
BEGIN?

## Interested? Please Send us an Email or Give us a Call

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