THE INNOVATION BLACK BELT PROGRAM
MASTERING THE SKILLS TO DRIVE INNOVATION AND GROWTH

>> According to a recent study by PricewaterhouseCoopers, innovation is now the #1 priority on the minds of CEOs; and 77% of senior executives find it difficult to get the creativity and innovation skills they need. As a university, we’re here to help!

The Innovation Black Belt program is designed for individuals and organizations who are serious about mastering the skills needed to drive innovation and profitable growth.

This truly unique program is built as a hybrid experience; 50% online (the learning) and 50% classroom application (the doing). It’s your opportunity to take your skills and your career to the next level. Read on to learn the full details!

Above:  The program will help us identify the “true aim” of innovation? View full video here.

Above:  As we innovate, we need to consider unintended costs to users. View full video here.

Above:  We will learn how to create third dimension innovations. View full video here.

Above:  Innovators should never get stuck in the middle position. View full video here.
Innovation White Belt: You earn a White Belt when you complete 20 hours of highly-engaging online content focused on understanding innovation best practices.

- Understand the three dimensions of innovation
- Design Thinking: Create innovations based on universal human needs
- Value Mapping: Set the stage for game-changing innovations
- Learn how Apple used Moore’s Law and Hick’s Law to revolutionize an industry
- Design business models that create, deliver, and capture new value

Innovation Green Belt: Earn a Green Belt by completing the White Belt online content and attend a three-day face-to-face session with the faculty team.

- Clarify your passion for innovating and write an Innovation Challenge Statement
- Surface what you know and don’t know; Select your discovery methods
- Develop your interviewing guide; Create the Empathy Map for your innovation
- Select and pitch your prototype solution to the Innovation Challenge
- Master the CVF approach to building and nurturing a culture of innovation

Innovation Black Belt: Earn a Black Belt by completing the White Belt and Green Belt content; attend an additional three-day session and complete a Black Belt project.

- Bring a “live” innovation project to focus on during the Black Belt program phase
- Diagnose and overcome the systematic and political challenges
- Navigate the formal (and informal) stage gates; Map the stakeholder priorities
- Build, lead, and inspire your Innovation implementation Team
- Master the art and science of Business Model innovations to drive revenue
- Finalize the scope of your Innovation Black Belt Project
Kennesaw State University’s approach to hybrid program design was named a finalist for the Excalibur Award by the Technology Association of Georgia and was highlighted in the July 2018 issue of Chief Learning Officer magazine. We integrate the best practices in “GAME-ified” online learning with the best practices in classroom action-learning and on-the-job application.

Learning through PLAY: Your innovation journey begins by completing the program’s online content (see above) before the first three-day face-to-face session. This is online learning at its best using “GAME-ification” and micro-learning techniques. You will conquer quests, tackle to-do assignments, earn points, and climb the leaderboard!

Learning through PRACTICE: With the “learning” portion of the program done online, in advance, and at your convenience; the face-to-face session becomes an Innovation Application Lab. We will apply and practice what you learned online focused on your Innovation Challenge.

Learning through PURPOSE: As a faculty team, our goal is help you master the program’s techniques and tools so you can teach and mentor others in your organization on how to drive innovation and profitable growth.

WHY THE HYBRID APPROACH TO INNOVATION EDUCATION?

Steve Olson, Ph.D., CPI
Steve is the program’s Lead Instructor in both the online and face-to-face sessions. He has been a pioneering leader in executive education for more than 25 years. Steve has won nine teaching awards during his career in academia. He is currently a Distinguished Lecturer in Innovation and Entrepreneurship at the University of Tennessee in Chattanooga.

Everett Darby, MBA, CPI
Everett is an instructor in both the online and the face-to-face sessions. He posts a proven 35-year track record in driving innovation and growth; and building high-performance teams. Everett is an expert in the areas of innovation execution and change leadership. He held executive leadership roles at Monsanto and The Coca-Cola Company.
PROGRAM DETAILS: DATES, PLACE, COST, ETC.

PROGRAM DATES

>> You can start the White Belt program at any time because it’s 100% online. To earn the Green Belt, you must complete the online content and attend the first 3-day session listed; to earn a Black Belt you must attend both 3-day sessions.

Contact Coles Executive Education for dates.

PROGRAM LOCATION

>> KSU is proud to hold this program at the new City Springs Complex located in the heart of Sandy Springs, Georgia, just north of Atlanta and easily accessible from the airport. The Innovation Labs located at the City Springs Complex offer an unique learning experience! State-of-the-Art technology plus lots of natural light and team work space.

PROGRAM REGISTRATION

There are three ways to register:

>> Call the Coles College Executive Education Center at 470-578-3685.

>> Send an email message to dstotz@kennesaw.edu.

>> Register online at our website: ColesCollege.com/ExecEd

PROGRAM COST

<table>
<thead>
<tr>
<th>Program Level</th>
<th>Cost per Person</th>
</tr>
</thead>
<tbody>
<tr>
<td>White Belt Program</td>
<td>$890</td>
</tr>
<tr>
<td>Green Belt Program</td>
<td>$3,900</td>
</tr>
<tr>
<td>Black Belt Program</td>
<td>$8,900</td>
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PROGRAM DISCOUNTS

>> We offer a 10% discount to organizations who send 2 or 3 employees and a 20% discount when you send 4 or 5 employees. We offer a 20% discount to non-profits and military veterans. KSU alumni receive a 50% discount.

PROGRAM CREDENTIAL

>> It’s your choice! Complete the online content only and earn an Innovation White Belt. If you also complete the first 3-day session, you upgrade to a Green Belt. If you also attend the second 3-day session and complete a Strategic Innovation Project, you will earn the Black Belt credential.

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Above: The program’s face-to-face sessions, which we call the Innovation Application Labs, are held at the new City Springs Complex located in the heart of Sandy Springs, Georgia, located just north of Atlanta and easily accessible from the airport.

Above: Who should attend the Innovation Black Belt program? The answer: Any professional who wants to reach their full potential as a leader, innovator and change-maker. You will work in close collaboration, both online and in-person, with high-performing professionals from all over the world.

Above: We know you’re busy! However, now is the time to invest in you! Register for this program and earn a new credential that can accelerate your career and perhaps change your life.

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