Take Your Skills to the Next Level, Become a Certified Professional Innovator

Georgia State University J. Mack Robinson College of Business

CPI Step One: Program Dates
March 17-20, 2015
June 16-19, 2015
October 27-30, 2015 (choose one)

Program Fee
$8,950 per person (discounts available)

Location
GSU Buckhead Center
Tower Place 200
Classroom 620
3348 Peachtree, NE
Atlanta, GA 30326

The Certified Professional Innovator (CPI) program is designed for professionals who are serious about mastering the art, science, and discipline of business innovation. There are three steps in the certification process:

Step One:
Complete the 4-Day Certificate Program in Business Innovation held at the GSU Buckhead Center in Atlanta

Step Two:
Complete a Strategic Innovation Project for your company under the guidance of a CPI Innovation Coach with assistance from GSU students

Step Three:
Complete a CPI Oral Exam. And join the Business Innovation Online Network and Interactive Community (BIONIC) powered by Jubi.

The Program Faculty:

Udaiyan Jatar, MBA, CPI (Co-Faculty Director)
GSU Robinson College of Business adjunct faculty member and CEO of The Blue Earth Network. Udaiyan (UJ) is also a former executive responsible for global innovation at The Coca-Cola Company. He specializes in leading transcendent innovation, transformational change, and the creation of holistic value propositions.

Steve Olson, Ph.D., CPI (Co-Faculty Director)
GSU Robinson College of Business professor of innovation and the Director of the Center for Executive Leadership. Steve is a seven-time winner of the teacher of the year award. He specializes in adaptive leadership, business innovation, change management, creative problem-solving, and ethical decision-making.

The reverse side of this brochure provides daily agendas and registration details.
**Certified Professional Innovator (CPI) Program**

### Step 1: Certificate in Business Innovation

**Day 1: Tuesday**

Understanding Innovation Types, Dynamics and Genomics
- Introduction to innovation’s key principles and types
- Overview of the Discovery—Invention—Adoption roadmap
- Case Study: How You Innovate Is What You Innovate
- Environmental scanning and how innovators make the future
- Understanding the power of the Competing Values Framework

**Day 2: Wednesday**

Transcendent Innovation and Holistic Value Propositions
- Introduction to the Blue Earth Innovation Model
- Understanding the seven principles of the Blue Earth Model
- Developing transcendent brands that avoid commodization
- Creating your Holistic Value Proposition
- Identifying the emotional and tangible barriers to innovation

### Step 2: Strategic Project

**CPI Strategic Innovation Project**
Complete an innovation project for your company under the guidance of a CPI Innovation Coach with assistance from GSU students

### Step 3: Oral Exam

**CPI Oral Exam**
Pass a two-hour CPI oral exam that is conducted by the Georgia State University Robinson College of Business innovation professors

### Day 3: Thursday

The Innovation Playbook: The Discovery Phase—Your Opportunity to Practice
- Uncover your passion for innovating; Select and frame an innovation challenge or opportunity
- Surface what you know and don’t know: Identify people to engage
- Choose your discovery methods: Develop an ethnographic interviewing guide
- Practice your ethnographic interviewing skills: Use what you learn to reframe your challenge
- Extract the insight from the Discovery Phase; Create an empathy map for “tips and tails”

### Day 4: Friday

The Innovation Playbook: The Prototyping Phase—Your Opportunity to Pitch
- Brainstorm potential prototype solutions to your innovation challenge or opportunity
- Test new points-of-view (POVs) using the “How Might We” approach
- Develop your prototype: Pitch the prototype
- Redesign the prototype based on the feedback
- Making Innovation Happen—Determining Next Steps

### Discounts

- Early Bird Registration (5%)
- Companies Sending a Team, Non-Profits, and Military (10%)
- Past Program Participants (10%)
- GSU Alumni and Students (25%)
- GSU Full-Time Employees (50%)

**The Registration Process**

You can access full program details and register online at www.execed.gsu.edu

Begin by selecting Certificate Programs, Certified Professional Innovator and then the Details/Registration tab

**For More Information, Contact**

GSU Robinson Executive Education Center at 404-413-7300 or via email at execed@gsu.edu

**Join the Business Innovation Online Network and Interactive Content (BIONIC) Community**

CPI candidates gain access to the BIONIC digital community and interactive content powered by Jubi