

Learning Journey for GIMI Level 1- Associate

Topics per Session



Learning Outcomes

- Learn what business innovation is
- Gain tools, techniques and the right mindset
- Agree on where and where not to innovate
- Set growth targets
- Set investment profile
- Look at future shaping trends
- Identify insights and new ideas
- Organize into an opportunity map
- Define new areas for the company to play
- Prioritize and develop it into a compelling new opportunity
- Generate new business concepts
- Conduct reverse engineer tactic to validate the concepts
- Summarize the concept in a compelling way
- Learn what's required to sell a new idea

Output

- Better understanding of the innovation team roles
- Self assessment of innovation roles
- Company's innovation intent
 - Case for Change
 - Growth Gap
 - Innovation Portfolio
- Business Opportunity Map
 - Company Profile
 - Competitor Map
 - Present and Future Trends
 - Adjacencies, Value Chain
- Fields of Play
 - Team Fields of Play
 - Prioritized Field of Play
- Business Concept
 - Team Business Concepts
 - Prioritized Concept
- Business Case
- Presentation Deck

7 & 8

Review + GIMI Certification Exam