



INNOVATION MASTER BLACK BELT™ COURSE CURRICULUM

TOPIC AND ITS CONTENT	TIME
I. Introduction to Strategic Innovation	0.5 hour
II. Theoretical Foundation <ol style="list-style-type: none"> 1. Growth and Strategic Advantage 2. The nature of Value 3. Generic Growth Strategies; their advantages and disadvantages 4. The Process of Creating Strategic Innovations (Design for Advantage™) 	1.5 hours
III. Design for Advantage™ Methodology <p>Stage 1: Inquiry</p> <ul style="list-style-type: none"> • Project Initiation guidelines • Information gathering <p>Stage 2: Analysis (creating a Value Creation Map)</p> <ul style="list-style-type: none"> • Mapping an existing Customer-based Value Creation Process • Mapping an existing Solution-based Value Creation Process • Augmenting Value Creation Map with competing offerings • Hands-on Workshop <p>Stage 3: Discovery (identification of Strategic Opportunities)</p> <ul style="list-style-type: none"> • Identification of Strategic Growth Opportunities <ul style="list-style-type: none"> ▪ 6 Strategies for identifying the “RIGHT” Problems • Prioritization and selection of the opportunities • Hands-on Workshop <p>Stage 4: Synthesis (creation of Growth Platforms)</p> <ul style="list-style-type: none"> • Analysis and solution of the selected strategic problems • Evaluation of the developed solutions • Hands-on Workshop <p>Stage 5: Development (creation of Strategic Innovations Portfolio)</p> <ul style="list-style-type: none"> • Updating the Value Creation Process Map with a process reflecting a newly devised Growth Platform • Identification of future problems related to a new version of the Value Creation Process • Analysis and solution of the problems • Hands-on Workshop <p>Stage 6: Planning the implementation process</p>	14 hours
IV. Corporate Innovation Management System	8 hours
V. Change Management	7.5 hours
VI. Conclusion; Q & A	0.5 hour
Total Time	32 hours