

## STRATEGIC INNOVATION CERTIFICATION CURRICULUM

TOPIC AND ITS CONTENT	TIME
<b>I. Introduction</b>	0.5 hour
<b>II. Fundamentals of General Theory of Innovation (GTI)</b> <ol style="list-style-type: none"> <li>1. The Concept of System</li> <li>2. The Concept of Environment</li> <li>3. The Concept of Resources</li> <li>4. The Concept of Competition</li> <li>5. The Concept of the Evolutionary Process</li> <li>6. General Theory of Innovation, its scope, subject, and applicability</li> </ol>	1.5 hours
<b>III. Forecasting Evolution of a System</b> <ol style="list-style-type: none"> <li>1. GTI System Evolution Forecasting Methodology <ul style="list-style-type: none"> <li>• Evolution as a process of emergence and solution of problems</li> <li>• Logic of the evolutionary process; Coefficient of Freedom</li> <li>• Natural Laws of the Evolutionary Process</li> </ul> </li> <li>2. GTI Evolutionary Templates <ul style="list-style-type: none"> <li>• Group 1: Increasing the Coefficient of Freedom Numerator</li> <li>• Group 2: Decreasing the Coefficient of Freedom Denominator</li> </ul> </li> <li>3. Hands-On Workshop</li> </ol>	6 hours
<b>IV. Analysis and Solution of Complex (System-Based) Problems</b> <ol style="list-style-type: none"> <li>1. GTI Problem Solving Methodology <ul style="list-style-type: none"> <li>• Major concepts <ul style="list-style-type: none"> <li>▪ Scientific Approach to Solving a Problem</li> <li>▪ Failure</li> <li>▪ Conflict</li> <li>▪ Problematic Situation as a System</li> </ul> </li> <li>• Map of the GTI Problem Solving Process</li> </ul> </li> <li>2. Analysis of a Problematic Situation <ul style="list-style-type: none"> <li>• Information gathering: Problematic Situation Questionnaire (PSQ)</li> <li>• Building the Relationships-between-Events (RelEvent) Diagram™</li> <li>• Hands-On Workshop</li> </ul> </li> <li>3. Solution of the Revealed and Formulated Problems <ul style="list-style-type: none"> <li>• Standard Logic of Solving a Problem</li> <li>• Problem-Solution Templates</li> <li>• Hands-On Workshop</li> </ul> </li> <li>4. Dealing with Conflicts <ul style="list-style-type: none"> <li>• 6 Generic Strategies of Dealing with a Conflict</li> <li>• The Algorithm for Conflict Elimination (ACE-2006)</li> <li>• Hands-On Workshop</li> </ul> </li> </ol>	24 hours

<p><b>V. Strategic Innovation</b></p> <p>1. Introduction to the GTI “Strategic Innovation” methodology</p> <ul style="list-style-type: none"> <li>• Major concepts and definitions <ul style="list-style-type: none"> <li>▪ The nature of Value</li> <li>▪ Value creation as a process and its components</li> <li>▪ Evolution of value</li> <li>▪ Strategic advantage</li> <li>▪ Strategic opportunities</li> <li>▪ Strategic innovations</li> </ul> </li> <li>• 4 General Growth Strategies: their advantages and disadvantages</li> <li>• The process for creating strategic innovations</li> </ul> <p>2. The Process of Creating Strategic Innovations</p> <p>Stage 1: Inquiry</p> <ul style="list-style-type: none"> <li>• Project Initiation guidelines</li> <li>• Information gathering</li> </ul> <p>Stage 2: Analysis (creating a Value Creation Map)</p> <ul style="list-style-type: none"> <li>• Mapping an existing Customer-based Value Creation Process</li> <li>• Mapping an existing Solution-based Value Creation Process</li> <li>• Augmenting Value Creation Map with competing offerings</li> <li>• Hands-on Workshop</li> </ul> <p>Stage 3: Discovery (identification of Strategic Opportunities)</p> <ul style="list-style-type: none"> <li>• Identification of Strategic Growth Opportunities <ul style="list-style-type: none"> <li>▪ 6 Strategies for identifying the “RIGHT” Problems</li> </ul> </li> <li>• Prioritization and selection of the opportunities</li> <li>• Hands-on Workshop</li> </ul> <p>Stage 4: Synthesis (creation of Growth Platforms)</p> <ul style="list-style-type: none"> <li>• Analysis and solution of the selected strategic problems</li> <li>• Evaluation of the developed solutions</li> <li>• Hands-on Workshop</li> </ul> <p>Stage 5: Development (creation of Strategic Innovations Portfolio)</p> <ul style="list-style-type: none"> <li>• Updating the Value Creation Process Map with a process reflecting a newly devised Growth Platform</li> <li>• Identification of future problems related to a new version of the Value Creation Process</li> <li>• Analysis and solution of the problems</li> <li>• Hands-on Workshop</li> </ul> <p>Stage 6: Planning the implementation process</p>	<p>16 hours</p>
<p><b>VI. Conclusion; Q &amp; A, Next steps</b></p>	<p>0.5 hour</p>
<p><b>Total Time</b></p>	<p><b>48 hours</b></p>