Innovation Black Belt Program

Transform New Ideas into Profitable Realities

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Practical knowledge, backed by research and proven in practice. The Innovation Black Belt program is designed for organizations and individuals who are serious about mastering the knowledge and skills needed to drive innovation and growth. The program is offered in three phases: White Belt, Green Belt and Black Belt. Based on your needs and budget, you can register for the Black Belt version or start with the White Belt and decide later if you want to dive deeper.

• Meet the Teaching Team
• Option/Phase 1: Innovation White Belt
• Option/Phase 2: Innovation Green Belt
• Option/Phase 3: Innovation Black Belt
• The Competing Values Framework
• The Mobile-Learning Platform
• The Application Labs
• The Registration Process
Meet the Teaching Team
Faculty members and innovation practitioners participating in the Innovation Belt Programs

Dr. Steve Olson

Steve Olson, Ph.D., CPI, is the program's Faculty Director and a Distinguished Lecturer at the University of Tennessee in Chattanooga. Dr. Olson has been a pioneering leader in executive education for more than 25 years. He has trained and coached more than 2,000 executives in the United States, Europe, and Latin America. His teaching specialties include innovation, leadership and ethics. He has taught innovation and leadership in MBA, Executive MBA and Executive Education programs and has won nine teaching awards during his career. In 2012, Steve led the team that created the nation's first Certified Professional Innovator Program for business executives.

Everett Darby, MBA, CPI, is a Senior Partner and the Innovation Practice Partner at Growth River Consulting. Everett’s expertise is in the areas of innovation and change leadership. He works with senior-level teams to help them drive innovation and growth. For over 20 years, Everett and his colleagues have supported hundreds of senior leaders from a diverse cross-section of industries and business cultures. Everett helps leaders make business culture strategic, which is the foundation for creating winning businesses that are sustainable.

Michael Jordan, DBA, is Managing Partner at INNODYN, LLC which partners with companies to rapidly develop workforce skills in Demand Creation, a system of innovation that drives profitable business growth by increasing customer demand for existing products/services and creating successful new products and services that customers want and value. Dr. Jordan helps companies move from innovation concepts to applied skills in Demand Creation within a few months via a combination of conceptual application, hands-on application and practical implementation.

Elmira Laghaie, M.S. Industrial and Organizational Psychology, is the Innovation Practice Leader for the EMERITUS Institute of Management. As the Institute’s innovation course leader, she works in collaboration with the program design and delivery teams to shape the student experience, stimulate learning and provide subject matter expertise. In partnership with Dr. Olson, Elmira has helped facilitate innovation training programs for Cox Enterprises, Panasonic Automotive Systems, Piedmont Health System and the Atlanta Falcons.

Dan Stotz, M.S., CPI, is the Executive Director of Executive Education Programs at the Michael J. Coles College of Business at Kennesaw State University. Along with Steve Olson, Dan is responsible for building and facilitating the program’s online content to maximize learning, development and application. He has 27 years experience in executive development program design and delivery. Current and former clients include GE, NASA, Cox Communications, WellStar Health System, Rollins Corporation, Regions Bank and the FBI Crime Labs, to name just a few.
Option/Phase One: Innovation White Belt Program

Complete 16 Hours of Mobile-Learning Content focused on Understanding Innovation Best Practices

Program Description
A highly-engaging mobile-learning program using the best practices in gamification, micro-learning and collaborative application.

Program Content (Top 10 Topics)
- Understand the three dimensions of innovation
- Design Thinking: Create innovations based on human needs
- Innovation Value Mapping: Create game-changing innovations
- Harness the powers of Moore’s Law and Hick’s Law
- Learn how Apple’s iPhone killed the category
- How disruptive technology overthrows industry leaders
- Business model innovation as the key to disruption
- Build an innovative culture: The Competing Values Framework
- Defeat the Darwinian forces of market competition
- The Business Model Canvas: Monetizing the innovation

Program Outcomes
Upon program completion, you will have a deep understanding of how to create and deliver value using the three dimensions of innovation. If desired, you will be ready to earn an Innovation Green Belt by attending a 3-day Application Lab.

Price Per Person: $895
Program Start Date: Two Options
Learn on Your Own
Start the program at any time after you pay the registration fee
Learn with Others
Start the program at the 1st of the month to be part of a cohort.

Class Size: Unlimited
Option/Phase Two: Innovation Green Belt Program

Complete 16 Hours of Mobile-Learning Content + Attend one 3-day Innovation Application Lab

Program Description
An intense 3-day Application Lab for professionals who have completed the Innovation White Belt mobile-learning program and desire to become an Innovation Green Belt.

Program Content (Top 10 Topics)
- Includes all of the topics in the White Belt program
- Clarify your passion for innovating
- Write your innovation challenge statement
- Surface what you know and don’t know
- Choose your discovery methods and identify people to engage
- Create and test your interview guide; create empathy maps
- Extract your insights and develop new points-of-view
- Convert your new POVs into “How Might We...?” statements
- Brainstorm and select a solution to your innovation challenge
- Pitch your prototype as a way to learn (I like, I wish, I wonder)

Program Outcomes
You will learn how to use the Innovation Playbook to effectively implement the Discover—Empathize—Ideate—Prototype innovation process to identify a solution to your innovation challenge.

Price Per Person: $3,895
Program Dates and Location:
Atlanta, Georgia
(Held at Porsche Experience Center)*
March 6-8, 2018

Class Size: Limited to 40 people
* Permission Pending
Option/Phase Three: Innovation Black Belt Program

Complete 16 Hours of Online Gamified Content + Attend two 3-day Innovation Application Labs

Program Description

An intense five-day program (offered in two 3-day sessions) that includes 16 hours of mobile-learning content. Designed for individuals who want to master the skills needed to lead innovation and growth.

Program Content (Top 10 Topics)

- Includes all of the topics in the White Belt and Green Belt
- Learn the final phase of the process—commercializing innovation
- Bring a “live” innovation project to focus on during the program
- Diagnose and overcome the systematic and political challenges
- Navigate the stage gates and map stakeholder priorities
- Use adaptive leadership to drive innovation and change
- Translate innovation intent to marketing and manufacturing
- Identify, build and inspire your Innovation Project Team
- Analyze and develop the innovation’s business model
- Finalize the scope for your Black Belt Innovation Project

Program Outcomes

You will master the Discover—Empathize—Ideate—Prototype phases of the innovation process for creating, delivering and capturing value; and develop new skills for leading innovation and profitable growth.

Price Per Person: $7,895

Program Dates and Locations:

Atlanta, Georgia
(Held at Porsche Experience Center)*
March 6-8, 2018; and

Chattanooga, Tennessee
(Held at Volkswagen headquarters)*
April 17-19, 2018

Class Size: Limited to 40 people

* Permission Pending
The Competing Values Framework

Named one of the Top 20 Business Models by *Financial Times*

The Innovation Black Belt program uses the Competing Values Framework (CVF) to guide strategic thinking in the areas of innovation, change and organizational culture. The CVF has been identified as the key to Google’s financial success.

There are Multiple Ways to Create, Deliver and Capture Value

Black Belt innovators are masters at aligning the multiple, and sometimes competing, approaches to creating and delivering value.

– **Compete Quadrant**: Increasing the speed of innovation and designing the go-to-market strategies.
– **Collaborate Quadrant**: Building a culture of innovation that sustains the value of the innovations.
– **Control Quadrant**: Designing the systems needed to scale the innovations and maximize profitability.
– **Create Quadrant**: Seeing around the corner and creating game-changing innovations.
Experience Level 4 Online Learning

Most of us have only experienced Level 1 and Level 2 online learning which offers death by voice-over PowerPoint, passive learning and clumsy technology. The Innovation Black Belt program uses the Jubi platform which delivers a Level 4 experience that uses the best practices in gamification, micro-learning, and collaborative application.

This unique approach to hybrid program design was chosen as an Excalibur Awards Finalist by the Technology Association of Georgia for innovation in technology enhanced learning.

Award-Winning Platform

Jubi is a modern learning platform that transforms learning from an event to a highly-engaging process. It motivates learners to attain higher levels of skill, achievement and productivity.
The Application Labs
Learn how to use the “Innovation Playbook” to solve your innovation challenge!

The Innovation Playbook
Under the guidance of innovation professors and practitioners you will learn how to use the Discovery—Empathize—Ideate—Prototype process to identify and implement a solution to your innovation challenge.

You will master the innovation process while solving a real-world challenge or opportunity.

The Application Labs
The first Application Lab will be held at the Porsche Experience Center in Atlanta, GA which offers stunning architecture and a training room overlooking the test track.*

The second Application Lab will be held at the world-class Volkswagen Academy campus adjacent to their Assembly Plant located in Chattanooga, TN.*

* Permission Pending
The Registration Process

Register via Kennesaw State University or University of Tennessee at Chattanooga

Kennesaw State University
Coles College of Business

Executive Programs

For information or to register, contact:

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