

**AN INTRODUCTION TO CERTIFIED BUSINESS  
INNOVATION MANAGER CERTIFICATION  
(CBIM)**



## **EXECUTIVE SUMMARY**

Considering the ever increasing need to have effective creative and problem solving skills, International Institute of Certified Innovators and Entrepreneurs (IICIE) offers leading certification program in the field of innovation and entrepreneurship known as the Certified Business Innovation Manager (CBIM).

CBIM certified professionals are expected to develop sound expertise required to implement and drive innovative approaches at workplace to find the solutions to complex problems while enhancing competitive advantage. This certification can offer tremendous tools for an array of professionals including but not limited to those involved in new product development, marketing management, decision making and risk analysis.

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## **CBIM Certification overview**

Certified Business Innovation Manager (CBIM) is the premiere certification in the field of innovation and entrepreneurship. This is because, in today's world, there is an urgent need for organizations to ensure that proper trainings and guidance is provided to their employees to ensure that the organization survives in today's competitive landscape. The Certified Business Innovation Manager (CBIM) certification aims to introduce participants to the innovation process as well as to the key factors that allow organizations and their workforce to harness this process. It will teach participants how this process can turn ideas into successful products, processes or services and add economic value to the organizations and society. Moreover, CBIM allows organizations to nurture a culture of innovation through the methodical management of human capital, information, and knowledge to transform new ideas into successful products, processes and services.

To become a Certified Business Innovation Manager, a participant must successfully complete all three levels of CBIM certifications, including a Certification Innovation Project and deliver a detailed solution using the business design methodologies learned in CBIM.

### **Audience**

One of the unique aspects of CBIM certification is that it is relevant to wide audiences that have in the past or are likely to confront innovation challenges. These include but are not limited to:

- Entrepreneurs
- C-level Executives
- Innovators
- Senior Managers
- Project Managers
- Marketing and Media Professionals
- Research & Development Professionals

- Information Technology Professionals
- Education Professionals
- Government Policy- and decision- makers

### **Key benefits**

There are a number of advantages of completing the CBIM certification, both at a personal, and an organizational level including:

- Understanding the systematic method of innovation
- Becoming a leader of innovation initiatives in an organization
- Identifying areas within the organization where strategic innovation is required
- Understanding how culture and leadership impacts innovation success
- Developing an innovation playbook in the organization
- Creating competitive advantage in the industry through innovation strategy
- Identifying whitespace opportunities in the field
- Creating a culture of innovation in the organization so that new ideas just happen.
- Applying the innovation process to ensure continuous growth.
- Fostering an opportunity mindset within the organization.
- Being able to take part in innovation challenges.

## **Innovation Body of Knowledge (IBK)**

### **CBIM Level 1**

This module focuses on the basics of innovation and innovation strategy. The ultimate objective of pursuing the right Innovation strategy is to ensure that an organization's ultimate goals and objectives are met. The fundamental concepts cover the definition of innovation and how it occurs within the organization. The module also conceptualizes and visualizes how organizations innovate, while also focusing on identifying and selecting the correct innovation strategy for successful growth and development of the organization. Moreover it develops a thought process for innovation and introduces tangible techniques that could be employed to start innovating.

CBIM level 1 ensures that an individual is able to grasp how innovation can be used to add value to the organization and the society. CBIM Level 1 also serves as a building block for the more advanced topics covered in CBIM Level 2 and the Certification Innovation Project of CBIM Level 3.

## **Key Sections covered in CBIM level 1 and learning objectives of modules covered**

### **Section 1: What is Innovation?**

- **Module 1: Introduction to the CBIM level 1 syllabus**
- **Module 2: Definition and types of innovation**

*Learning objectives:* This module aims to cover an all-encompassing definition of innovation and common misperceptions about the innovation concept. Furthermore, the key drivers of innovation are considered with an overview of the major types of innovation, and innovation categories. Live examples have thus been used to conceptualize type and kind of innovation. Lastly, innovations relevant to different stages of the firm are considered with an establishment of the relevant factors to be considered for type and kind of innovation.

- **Module 3: Innovation Myths**

*Learning objectives:* The necessity of segregating the innovation myths from realities are emphasized for successful innovation. Therefore major misconceptions have been uncovered with the aid of examples from leading innovators to clarify what innovation truly is.

- **Module 4: Innovation in an organization**

*Learning objectives:* A deep understanding is developed of how innovation actually occurs and is understood in an organizational context. Models developed by leading innovators are extensively examined. Moreover barriers that may halt innovation are considered together with a focus on organizational actions to overcome challenges to innovations.

- **Module 5: Developing innovation as an organizational core competency?**

*Learning objectives:* Importance of distinguishing whether innovation in an organization is merely symbolic or core competency is discussed. Additionally key criterions for determining whether an organization is an innovation leader are

considered. Lastly, an analysis of how innovation can become organizational core competency and the managerial role in fostering innovation is emphasized.

- **Module 6: Design thinking and business model innovation**

*Learning objectives:* An exploration is made into how design thinking work towards fulfilling innovation objective. Key steps are also discussed towards innovating business models, with a discovery of how design thinking could be important in innovating business models. Lastly, key factors for innovating business models are uncovered.

- **Module 7: Innovation process**

*Learning objectives:* A discussion is made around a highly effective innovation model – job to be done (or outcome driven innovation model). This is then followed by an analysis of steps for successfully implementing outcome driven innovation process

- **Module 8: Summary of section 1**

## **Section 2: Why innovation matters?**

- **Module 9: Age of innovation**

*Learning objectives:* This module identifies the importance of realizing age of innovation, core components comprising it, and what it means for the organizations. Moreover a discussion upon the nature of age of innovation is considered together with guidelines for corporations to succeed in an age of innovation.

- **Module 10: Best practices of innovation leaders**

*Learning objectives:* Lessons are obtained through an examination of how and why some of the leading innovators sustained their innovative lead. To this extent, a closer inspection is also made into their management style, organizational structures, business models, thought processes, and innovation strategies. Common innovation patterns have also been constructed. Finally a deep-dive analysis is made into key success factors of these organizations to provide lessons/insights for aspiring innovation leaders.



- **Module 11: Innovation indices, productivity, and competitiveness**

*Learning objectives:* A closer analysis is made of innovation taking place globally. Key innovation indices are discovered, and key input and output indicators of innovation are determined. Various indices measured differently are used to acknowledge various perspectives on innovation, and that different nations have different innovative potential which could be exploited for global innovation initiatives.

- **Module 12: Summary of section 2**

### **Section 3: Learning to innovate**

- **Module 13: Building a culture of innovation**

*Learning objectives:* Culture of innovation has been pragmatically defined. A deep-dive analysis is also made into how culture of innovation looks like and how can it be fostered in organizations. Furthermore, the roles for leaders/management to overcome innovation challenges, and stimulating innovation are considered. Finally model for creating culture of innovation are emphasized upon together with key dimensions

- **Module 14: Innovating through team-work**

*Learning objectives:* The significance of teamwork to implementing innovation is stressed upon. A step-by-step process is then used to explore how innovative teams could be developed in an organization.

- **Module 15: Summary of all sections of CBIM level 1**

## **CBIM Level 2**

CBIM Level 2 consists of advanced techniques in the field of innovation. Corporate management needs to ensure that new and innovative products and services are introduced beyond the established set of activities and tasks for the future survival of the organization. Launching a new product or service or making an existing product a commercial success is about understanding the market.

Level 2 will teach techniques and tools that will equip business innovation managers to manage innovation within an organization from the ground up. From developing strategy to motivating members to get behind that strategy. From developing ideas, to refining, assessing, and implementing those ideas. Finally, from testing to commercialization of those ideas and ensuring their continued success.

This module consists of innovation techniques, practical examples, case-studies and lectures to guide the participants that can be utilized to understand the broader scope of innovation. It also ensures that a participant is fully prepared to complete the Certification Innovation Project in CBIM Level 3 to complete the certification.

## **Key Sections covered in CBIM level 2 and learning objectives of modules covered**

### **Section 1: Developing a Sound Innovation Strategy**

- **Module 1: Identifying innovation opportunity**

*Learning objectives:* As a useful starting point in the innovation process, mechanisms for deeply exploring how innovation opportunity is identified in an organization, given a broad and an often complex innovation scope

- **Module 2: Evaluating an innovation opportunity**

*Learning objectives:* Creative problem-solving technique is explored that offers identifying right innovation strategy by enabling one to look at innovation opportunities across the dimensions of time and space. This further enables considering the opportunity by breaking it into smaller pieces as well as taking the larger context into which it fits.

- **Module 3: Scoping an innovation project**

*Learning objectives:* As an important means of focusing the direction of innovation, a phenomenon explores the actionable level at which the innovation opportunity should be targeted to ensure that the innovation solution is highly meaningful.

### **Section 2: Motivating Employees and Organizational Members**

- **Module 4: Ensuring employee alignment with innovation objective**

*Learning objectives:* For the purpose of extracting high employee motivation, participation and alignment to the innovation objective, key methods are explored that are team oriented, and ensure equal participation to cultivate an innovation driven team.

- **Module 5: Fostering creativity amongst employees**

*Learning objectives:* To foster creativity, interesting approaches are developed that would enable team members to think out of the box, in turn leading to innovative and breakthrough ideas

- **Module 6: Managerial possibilities for building an environment of innovation**

*Learning objectives:* In today's highly competitive environment as organizations grow, the structures they put in place to improve productivity and efficiency often suppress creativity. Thus a series of managerial level actions are considered that could nurture an environment of creativity and innovation regardless of the organizational constraints.

### **Section 3: Cultivating innovation**

- **Module 7: Mapping processes for operational innovation**

*Learning objective:* A deep-dive analysis, and application of how system processes could be mapped into future state of processes to innovate existing processes to further enhance overall speed, efficiency, and value of operations while reducing waste in product and services environments.

- **Module 8: Resource and process combination for innovation**

*Learning objective:* A close examination of how organizations can maximize value creation while minimizing waste by striking the most efficient combination of people, equipment, and processes.

- **Module 9: Mistake proofing for smooth innovation**

*Learning objective:* A discovery is made into how innovation can be incorporated as an integral part of the processes to limit possibilities of malfunctioning of products and failure of services due to unforeseen events, equipment failures, and other factors to further facilitate continued customer loyalty. Additionally, an exploration is made into how innovation can make possible immediate identification and remediation of human errors to ensure process efficiency.

### **Section 4: Innovation techniques**

- **Module 10: System based innovative solutions**

*Learning objective:* A fundamental understanding is developed for innovating in a variety of anomalous situations. Exploration is made into how to innovate when physical

contradictions exist between our value creation objective and innovation. Also innovative solutions to challenging situations such as business model innovation are considered. Lastly, innovative mechanisms are explored for situations where limited data is available such as for a new product, service, or process.

- **Module 11: Customer focused innovation**

*Learning objective:* Value creating innovative solutions are considered from the lens of a customer through appropriately managing customer's performance and perception expectations that in turn ensures continued customer loyalty.

- **Module 12: Designing options**

*Learning objective:* A model for enhancing value through approaches that combine design options at sub function level to enable new innovative solutions to a variety of products, processes, and services. Furthermore, design concepts through combining main innovation features into unique design concepts are analyzed as an innovative solution serving in a variety of contexts. An innovative technique is then advanced as a means to enable quick, and comprehensive comparison of all possible design concepts before committing to a specific one. Moreover, a mechanism to safely investigate the merits of innovation techniques perceived as highly complex or expensive is deeply explored as a means to further implement a potentially high value-creating innovation design.

Lastly, innovative offerings tested through controlled conditions as a means to safely deploy innovative solution is considered as value increasing mechanism in a variety of products and services contexts.

- **Module 13: Managing innovation**

*Learning objective:* To successfully manage innovation, mapping procedures are thoroughly analyzed to provide a solid framework for monitoring process, product, or service performance by benchmarking against expected performance.

As an important final step to ensure consistency in customer experience across a variety of environments, and contexts, effective methodology to producing and delivering consistently is considered.

## Section 5: Innovation implementation and successful management for sustainability

- **Module 14: Meeting expectations of innovation project**

*Learning objective:* Ensuring innovation team members remain dedicated to the goals of the strategically aligned innovation project, this module deeply explores the value of developing a project charter to successful implementation. Moreover the key steps in developing a project charter together with the necessary ingredients to be included under each step for innovation initiatives are discussed methodologically.

- **Module 15: Managing stakeholder relations for project fulfilment**

*Learning objective:* As the ultimate support or resistance of important stakeholders can shape the direction of innovation initiatives, winning the support of key stakeholders to drive innovation requires undertaking stakeholder perspective. A resourceful framework for effectively managing the highly critical stakeholder relationships is examined as a means to systematically attaining innovation objective.

- **Module 16: Effective resource allocation for innovation implementation**

*Learning objective:* Utilizing all available resources fully to realize innovative potential, and as a highly cost effective method of innovating to provide an optimal solutions to the end user, this mechanism would deeply examine the use of existing resources in an efficient way to enhance value relative to all other available options that a firm can deploy to create value for customer.

- **Module 17: Establishing sound functioning for innovating**

*Learning Objective:* An understanding and demonstration of a technique that is highly beneficial for mapping the organizational system in a manner to broaden organizational focus on retaining and enhancing the most useful functions to further improve the system, and potentially create value by reducing costs, while moving closer to ideal innovation.

### **CBIM Level 3**

The candidate has to submit his/her final project to complete the CBIM certification. The project will be selected by the participant based upon his/her professional background and will be the BILLION Dollar idea that he/she can pursue as a viable business after achieving CBIM certification

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Each participant is required to fulfill all requirements of the project in order to complete the certification successfully. These includes

- Module 1: Phase 1 report
- Module 2: Phase 2 report
- Module 3: Final report
- Module 4: Presentation / Video

For more information: [www.iicie.com](http://www.iicie.com)

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