Innovation Analyst Certification

Why the certification is relevant

Today, every business and industry is affected by disruption and is desperately trying to innovate. Innovation, by definition, is the introduction of something new. Without innovation, there isn't anything new, and without anything new, there will be no progress. If an organisation isn't making any progress, it simply cannot stay relevant in the competitive market. Therefore, innovation includes but is not limited to gaining a competitive advantage.

Focus of the Innovation Analyst

Innovation is the core reason for modern existence of organisations. Although innovation can have some undesirable consequences, change is inevitable and in most cases, innovation creates positive change. 84% of executives say that their future success is dependent on innovation. Although innovation may sound like a buzzword for some, there are many reasons why companies put a lot of emphasis on it. Innovation allows organisations to stay relevant in the competitive market, it also plays an important role in economic growth. The Innovation Analyst role is uniquely designed to meet the needs of today to instill new cross-functional skills that support innovation, and be critical thinkers with the ability to adapt, invent, reinvent, collaborate, create, and innovate. The certification ensures that each student gets the required theory and practice around innovation management. This includes the development of modelling skills within the following disciplines: Business model, competitive positioning, strategy development, service model, revenue model, value model, channel development, and social media development. The Innovation Analyst Program can be integrated into any relevant organisation. It does so by adding the following theory, practice and modelling capabilities.

Theories Practitioners will learn
- Capture forces and disruptive trends
- Identify innovation opportunities
- Map innovation capabilities
- Innovation management

What Practitioners will work with in Practice
- Work with stakeholders and owners
- Benchmark maturity levels
- Innovation Model design
- Innovation Model development
- Develop innovation guidelines

Modelling capabilities Practitioners will gain
- Stakeholder Map development
- Innovation Map development
- Develop Innovation Maps
- Define Innovation Capability Maps

Enterprise Standards used

OMG (software standards):
- BPMN – Business Process Modelling Notations
- DMN – Decision Modelling Notations

LEADing Practice (Enterprise Standards):
- Emerging & Disruptive Forces & Trends
- Innovation Ontology
- Innovation Taxonomy
- Innovation Classification & Categorisation
- Innovation Artefacts
- Innovation Modelling Notations (InMN)
- Innovation Lifecycle

Design Thinking
ISO Innovation Standard