



## FACILITATOR CERTIFICATION

# INNOVATION PROCESS

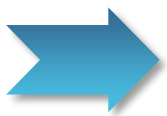
FEATURING  
*BETHINKACT™*



### Train and coach others to produce innovative results in their everyday work

Being a VCI-certified *Innovation Process Facilitator* is an exciting and rewarding opportunity for your career. As you train and coach others, you will enable them to master an innovation process they can use anytime, with anyone, to produce innovative results.

With your certification program, you'll learn how to conduct workshop sessions with 6 objectives, and how to coach using 12 diverse exercises. In your online course, each section of the workshop and each coaching exercise will be introduced with a video, along with related worksheets and materials.



As a VCI-Certified Facilitator using the BeThinkAct™ process, each person you train or coach must complete the BeThinkAct™ Innovation Process self-assessment, and receive their personal profile. This is a key part of their competency-building process.

### Competency Development:

As a Facilitator of the BeThinkAct™ Innovation Process, you will guide and facilitate others to gain personal insights, practical skills, and innovative results in their work. As you train and coach others, they will gain the confidence, knowledge, and skills to:

- Achieve innovative outcomes with a strong sense of personal fulfillment
- Accelerate innovation by consciously choosing the best level of stretch goals and risk-taking
- Maintain momentum throughout the innovation process, even during the ups and downs of innovative work
- Increase engagement in the process by sharing leadership, task by task
- Recognize and eliminate barriers that inhibit cross-functional, cross-cultural collaboration
- Make mid-course corrections while implementing trusted, innovative solutions
- Produce new knowledge and tangible results

**Audience:** Talent Development Professionals, Trainers, Consultants, Coaches and Innovation Ambassadors

**Duration:** 5 hours of video and learning, plus practice time

**Includes:** 45 videos, Trainer and Coach Reference Guides, Quick Trip workbook, downloadable videos and materials, & more

# Facilitator Certification



# BeThinkAct™ Innovation Process

## Training Resources

### Background learning—Part 1

- Get acquainted with your certification course
- What it means to be a trainer and coach
- How do you want to innovate today?

### Background learning—Part 2

- The BeThinkAct™ Innovation Process model
- What sets BeThinkAct™ apart from other processes?
- Get to know the history of the model

### #1 — Create a common language and understanding

- Let's demystify innovation
- Tell a story about being innovative at work

### #2 — Teach the BeThinkAct™ model

- Put the 8 tasks into a sequence
- Introduce the BeThinkAct™ model
- Discover each task at work
- Do you have questions? We have answers! (FAQs)

### #3 — Build self-awareness and group awareness

- Learn all things assessment (more FAQs)
- Introduce the individual profile and key principles
- Debrief the individual profiles and elicit feedback
- Discover group dynamics and strengths

### #4 — Test the learning and get ready for the process

- Have fun using a poster to test learning
- Set stretch goals
- Learn about the role of pre-work

### #5 — Put the BeThinkAct™ process into action

- Let's Stretch, Collaborate, Co-Create and Actualize
- Use the process to develop a presentation
- Map the process to a functional process

### #6 — Close your workshop

- Respond to questions; offer learning resources
- Realize many ways to use the BeThinkAct™ process
- Catch an insight!

## Coaching Exercises

### #1 — Everyone is innovative and can tell a story

- Formulate and tell a story of being innovative

### #2 — Be innovative today in a new way

- Turn ordinary work into an innovation process

### #3 — Energize the process with a meaningful goal

- Establish an energizing foundation for the innovation process

### #4 — Use uncertainties in a positive way

- Identify emotional feelings up front and use them in a positive way to stimulate innovative thinking

### #5 — Build confidence and character

- Focus on strengths to reach a goal

### #6 — Use tools to expand the factors and issues

- Gather a wide range of input to analyze and prioritize the key factors and issues

### #7 — Ask questions to stimulate ideas

- Use Innovation Styles® & Human Values questions to stimulate a wide diversity of ideas

### #8 — Develop a collage solution

- Select the best ideas/concepts to formulate a collage solution

### #9 — Maintain momentum

- Stop, look and listen in ways that you may not normally think about

### #10 — Renew the energy with celebration

- Make a good ending the start of a good beginning

### #11 — Breathe life into presentations

- Naturally articulate progress and achievements and how you got there

### #12 — Set stretch goals with confidence

- Be wise, proactive and steady to stretch into new possibilities