



## FACILITATOR CERTIFICATION

# INNOVATIVE THINKING

FEATURING  
INNOVATION STYLES®



## Train and coach others to think innovatively... and boost their career and success

Being a VCI-certified Facilitator for *Innovative Thinking* is an exciting and rewarding opportunity for your career. As you train and coach others, you will enable them to transform their solutions to daily work challenges from ordinary to innovative.

With your certification program, you'll learn how to conduct workshop sessions with 8 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 Innovation Styles®, each person you train or coach for innovative thinking must complete the Innovation Styles® self-assessment, and receive their personal profile. This is a key part of their competency-building process.

## Competency Development:

As a Facilitator of Innovative Thinking using the 4 Innovation Styles®, you will guide and facilitate others to gain personal insights, practical skills, and innovative results in their work. As you train and coach each employee, they will gain the confidence, knowledge, and skills to:

- Develop versatility with all 4 Innovation Styles®
- Customize ideation questions for specific needs
- Use diverse ideation techniques to stretch the breadth and depth of brainstorming sessions
- Engage others to offer a greater variety of ideas and input
- Improve group dynamics by recognizing and respecting the value of each style
- Gain wider acceptance of ideas and proposals
- Consistently develop solutions that are both innovative and comprehensive

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

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

**Includes:** 54 videos, Trainer and Coach Reference Guides, Idea-Generation Toolkit, downloadable videos and materials, & more

# Facilitator Certification



# Innovative Thinking using the Innovation Styles®

## Training Resources

### Background learning—Part 1

- Get acquainted with your certification course
- What it means to be a trainer and coach
- The benefits are limitless

### Background learning—Part 2

- Innovation Styles® model and 2 dimensions
- Starting context: Task or relationship?
- Get to know the history of the styles

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

- Engaging questions
- Warm-up exercise: Quick draw

### #2 — Experience how the styles think differently

- What is innovative thinking?
- Create a logo using each style

### #3 — Teach the Innovation Styles® model

- Introduce the IS model and 2 dimensions
- Given an example of each style

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

- All things assessment and FAQs
- Learn about individual style preferences
- How can each style support or hinder innovation?
- Discover group dynamics

### #5 — Test the learning and set the stage for new ideas

- Have fun using quotes, cartoons and posters
- Warm up with a rapid brainstorming

### #6 — Learn idea-generation techniques

- Learn style-specific techniques
- Use 4 techniques in a car design
- Discover the Idea-Generation Toolkit

### #7 — Develop versatility with all 4 styles

- Set the guidelines for generating ideas
- Ask all 4 Compass questions

### #8 — Close your workshop

- Be open to questions and observations
- What insights can you catch?

## Coaching Exercises

### #1 — See the 4 styles everywhere

- Enhance awareness of the 4 styles by recognizing them in everyday life and work

### #2 — Everyone can think innovatively

- Cultivate the mindset that every person can think innovatively

### #3 — Be inclusive when thinking innovatively

- Use the 4 Compass questions to build a climate of inclusion

### #4 — Stimulate innovative thinking

- Stimulate innovative thinking to do something in a new, better or different way

### #5 — Foster balance when working innovatively

- Find the right balance between being focused on outcomes and staying open to new learning

### #6 — Improve style fluency and skill

- Use 4 different techniques to improve fluency and skill with the styles

### #7 — Think outside your box

- Build awareness and skill to think outside habitual patterns of innovative thinking

### #8 — Customize the 4 styles to any situation

- Customize the 4 styles questions to think innovatively in any situation, such as: problem solving, quality, serving customers, and strategy

### #9 — Unify a workgroup through change

- Engage a workgroup through a change process using a diversity of approaches

### #10 — Diversify strategic thinking

- Generate a strategy using a comprehensive range of innovative thinking styles

### #11 — Take risks consciously

- Understand and engage risk-taking from each style's perspective

### #12 — Launch new initiatives with style

- To gain buy-in & committed action, use the 4 styles to design and communicate a new initiative