

# CINO CERTIFICATION PROGRAM BY CORPOHUB

Fall dates: **2.10., 9.10., 16.10., 23.10., 30.10., 6.11., 13.11., 20.11.**

**The demand for Chief Innovation Officers is on the rise, but companies are having problems finding people who possess the characteristics, traits, experiences and knowledge that make a great CINO!**

The CINO Certification Program by CorpoHub is offering a great learning opportunity for both companies, wanting to become or remain successful in the future, as well as individuals, who do not want to miss this unique opportunity to stand out by offering something more, something that the market needs and wants – CINO competencies!

## CINO CERTIFICATION PROGRAM OUTLINE

### **M1 - ABOUT CINO: 360 CINO degrees - 2. 10. 2019**

**Course content:** Getting acquainted with basic tools, fields of work and everything else that defines the CINO and his/her role inside a company.

### **M2 - CINO DEEP DIVE: Starting with Why? - 9. 10. 2019**

**Course content:** Personal Maps, Modern Agile HR, Psychological Safety, Retrospectives, 5 Dysfunctions of a Team, Reinventing Management, Emotional Intelligence, and Mindfulness + LEGO Serious Play

### **M3 - IDEATION AND PITCHING - 16. 10. 2019**

**Course content:**

**Part 1:** Innovation Funneling, Innovation portfolio, Hackathon, Innovation Day - how to do it?

**Part 2:** Pitching the Promise, Delivering the Evidence – Owning ideas and projects, gathering moral and material support from the stakeholders and a personal experience with pitching ideas / opportunities.

### **M4 - DESIGN THINKING - 23. 10. 2019**

**Course content:** About the Design Thinking process and the use of possible approaches / tools for implementation. Simulation of the design thinking process on the case of improving the service with 5 steps (empathy, define, ideate, prototype and test). The significance of the “design team” and their “psychological safety”, the importance of team / individual work and the importance of iterativity.

### **M5 - CUSTOMER DEVELOPMENT - 30. 10. 2019**

**Course content:** The Lean Startup Basics, Classic Lean vs Startup chaos, Business Model Canvas, Lean Canvas, Value Proposition Canvas, Assumptions, MVPs, Pivoting, LinkedIn for B2B Customer Discovery and Development

### **M6 - AGILE WORK METHODS: Agile, Scrum and Management 3.0 - 6. 11. 2019**

**Course content:** The Agile Mindset, Values, Principles, and Practices for Innovative and Self-organizing Teams, Scrum Framework, Management 3.0 Practices, and Cynefin framework.

### **M7 - INNOVATION ACCOUNTING - 13. 11. 2019**

**Course content:** Lean Startup Redux, The Startup Way, VUCA, Agile Balls game, What does a truly modern company look like?, Metered Funding, Entrepreneurship as the Missing Function, Startup as a state of mind, Accountability-Process-Culture-People, Innovation Accounting, and Growth Boards

### **M8 - TRANSFORMING TO CINO - 20. 11. 2019**

**Course content:**

Attendance of 1 CorpoHub (full day) yearly conference:

**Lean Slovenia** or **Agile Slovenia**.

Final reflection, wrap up.

Each Module will last 3 - 4 hours in the afternoon during the week and take place in Tehnološki Park Ljubljana.

Each participant will be given material prior to every module.

## WELCOME TO CINO CERTIFICATION PROGRAM

Companies are on the look-out for Chief Innovation Officers.

CINO is a person who drives innovation across the whole company, beyond the traditional borders. CINO actively explores company's new territories by leveraging innovation intelligence, experimentation and ideation. Innovation is becoming a top priority for companies that are looking to increase their revenues and prevent the decline of the demand for their products and services from the market!

## BENEFITS OF COMPLETING CINO CERTIFICATION PROGRAM



### COMPETENCIES AND KNOWLEDGE

Attending CINO Certification Program equips participants with competencies and knowledge of a successful CINO and makes them the innovation heart of the company.



### SKILLS

Upon completing the CINO Certification Program the participants will have the skills and tools required to carry out different innovation activities to reach the desired company results, with maximum certainty and efficiency.



### PRACTICAL CASES

Modules are carried out partly as a lecture and mostly by bringing a practical perspective to it. CorpoHub professionals will introduce first hand best practices as well as participants will be constantly invited to present their real business cases and share them with the rest of the group.

## LEARN FROM THE BEST

Participants will have the opportunity to listen to best innovation projects: first-hand experience will be shared during the program through various company experts, CINO's and CEO's.

## CERTIFICATES

After completing all 8 Modules, participants will be awarded with a »CERTIFICATE OF COMPLETION«.



In case a participant is not able to attend one module, they can take the module in the next CINO Certification Program Generation and receive a Certificate of Completion upon that. In case a participant wishes to attend only one or several modules, he or she can do that, after which the attendee will receive a »CINO Module Confirmation of Attendance«.

## RECOMMENDATIONS FROM PAST PARTICIPANTS



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The CINO Certification program was a great experience for me. The program was interesting as well as engaging. It covers many aspects of the process of generating ideas and building products. Among other things I learned a lot about good practices when working on new ideas/products, what are the caveats, how to manage efforts as well as things related to the human aspect of innovation. I will gladly recommend it to anyone whose work is related to innovation.

**Jan Rupnik, Qlector, research**



“

I applied to the CINO program with a desire for new knowledge, a different way of solving problems, and especially, to change my mindset. The Corpohub team exceeded my expectations and thanks to the program I became Agile and Lean enthusiast. The book The Startup Way is a new replacement for movies and series on TV before bedtime. My favourite quote: “Going agile all the way, is the best way!”

**Vlado Begović, Tehnološki park Ljubljana**



“

I started using Kanban and Note & vote at my work before we even finished the CINO Academy. Five-day SPRINT switched the whole team to 6th gear and showed us how we can innovate, test and prepare prototypes quickly and efficiently. Enabling, proofing, repetitive prototype making and quick learning will lead me in the future, and the basis for this is of course falling in love with the challenges.

**Larisa Potokar, Telekom Slovenije, CINO**



“

I am convinced that CINO will be among the most sought-after and desirable positions in the future. Corpohub team has prepared a great experience for us and I will be able to use the acquired knowledge at my work. Innovation and tools such as Kanban, Scrum and Sprint will help me respond to changes even more quickly and effectively. You are great. Thank you.

**Tinkara Fortuna, Telekom Slovenije, sales**

## CINO ALUMNI COMMUNITY

Individuals can create a lot more by collaborating and joining forces, which is why after completing all 8 modules participants of CINO Certification Program will become members of CINO Alumni Community.

This way making connections between prospecting individuals will be a lot easier than ever before. Members will be added to a special CINO social platform and be invited to CINO Alumni Community events, allowing everyone to share their unique sets of knowledge and experience with the rest of the group.

## MEET THE LECTURERS AND EXPERTS



**Daniela Bervar Kotolenko, Partner**

Business Hackathon strategist, LEGO® SERIOUS PLAY® certified facilitator, Certified ScrumMaster®, entrepreneur, inspirator, speaker.



**Matej Golob, partner**

Ideas-to-revenue accelerator, driving innovation by inspiration and perspiration, grounded in methodology and discipline. Business owner, mentor, facilitator and keynote speaker.



**Voranc Kutnik, Partner**

Agile enthusiast who thrives on working with teams helping them embrace agile values and principles to build better products faster. Agile coach, change agent and trainee



**Lojze Bertonec, Partner**

Lean/Agile Corporate Innovation facilitator, Lean Startup evangelist and mentor, Design Thinking master, metrics lover, ex-corporate entrepreneur.



**Enej Gradišek, Acceleration manager**

Helping you discover the right customer-value fit. Doing the right thing, before doing it right.

Loaded with vast amount of practical experience, CorpoHub experts will be guiding you through CINO Certification Program by sharing much appreciated knowledge, along with lessons and stories from their experiences over the past years working with numerous companies.

## PARTICIPATION FEES

### CINO CERTIFICATION PROGRAM (8 MODULES)

Regular price per person: **3.200 euro + VAT**

Special Early bird offer\* (per person): **2.900 euro + VAT**

Attending only 1 selected module: **450 euro + VAT**

Two or more participants from the same organization: **10% discount!**

\*Early bird closes 30 day before event.

## TIMETABLE

Spring dates:

**2.10., 9.10., 16.10., 23.10., 30.10., 6.11., 13.11., 20.11.**



## YES, WE DO CINO CERTIFICATION PROGRAM ALSO IN-HOUSE!

Would you like to organize an In-house CINO Certification program only for the employees of your company?

Send a request for tailor-made CINO Certification Program meeting at your premises: [hello@corpohub.com](mailto:hello@corpohub.com)

## MEET THE CORPOHUB PROJECT MANAGER WHO WILL GLADLY PROVIDE YOU MORE INFORMATION



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