

# Certificate in APPLIED INNOVATION

Creative HQ is New Zealand's leading provider of corporate and government innovation services, accelerator programmes and startup incubation. Since 2003, we have helped thousands of people from government agencies, corporates and startups make sense of innovation and to use it to complete high-impact projects and initiatives.

## WHAT IS CREATIVE HQ'S SCHOOL OF INNOVATION?

**Creative HQ's School of Innovation is an immersive, experiential school that aims to build entrepreneurial capability in individuals.**

Our courses give individuals the tools and mindsets necessary to tackle complex problems. Whether you work in a startup, a government agency, a social enterprise, NGO or a corporation, you'll get useful and applicable knowledge.

### Your facilitators

**Creative HQ's workshops are led by experienced practitioners and leaders in New Zealand's innovation sector.**

Our innovation specialists will support you with their facilitation expertise, guiding discussions, providing real-world examples of the techniques in action.

### Qualification objectives

- To develop a solid understanding of the innovation process to be able to approach projects with confidence
- To build the foundational knowledge of a variety of innovation methodologies, such as lean, Agile and design thinking
- To gain experience and the working knowledge for a variety of tools to help succeed in an innovation context
- To connect with like-minded individuals and build cross-sector collaboration opportunities



## About the workshops

Each workshop can be attended as a standalone session. Or complete all five workshops to receive the Creative HQ Certificate in Applied Innovation.

### 1 FOUNDATION

**SETTING YOU AND YOUR TEAM UP FOR SUCCESS**

It's about making sure that you have the right tools, people and mindset to help you along your innovation journey. You will be introduced to a range of frameworks for problem-solving and value creation that will start you off on your journey.

### 2 DISCOVERY

**FINDING A PROBLEM TO SOLVE OR AN OPPORTUNITY TO CREATE IMPACT**

Before you start thinking about a solution, you need to validate that a real need exists. You need to get out and talk to people. Many people skip this step. Don't. You must understand the problem from the viewpoint of those who experience it in order to deliver an outcome they will value.

### 3 MARKET POTENTIAL

**UNDERSTANDING THE PLAYING FIELD**

You've validated the problem, but is there a market for it and, if so, is the market big enough? Who are your competitors? Are there unique factors in the market that make it really hard to solve this problem? Can you create large enough impact and value to make this whole thing worthwhile?

### 4 IDEATION

**DEVELOPING AN INITIAL SOLUTION CONCEPT USING BROAD THINKING AND A CREATIVE PROCESS**

You will be introduced to a suite of tools specifically designed to stimulate new ideas and to challenge you to think and do differently.

### 5 BUILD, MEASURE, LEARN

**BUILDING A RANGE OF SOLUTION PROTOTYPES TO TEST WITH YOUR END USERS**

The build, measure, learn loop takes you from light-weight virtual solutions through to sophisticated working prototypes.

Following this process helps you avoid investing a lot of time and money into a product that ultimately nobody wants. Instead, through continual iteration and validation, you will learn from your users how to build a successful product that they will love.

“  
 The best return on time of any course I have been on. I have now had hands-on experience of how to apply a really useful set of innovation tools to help solve problems both fast and effectively and with the customer front-and-centre.  
 ”

Simeon Berry, New Zealand Trade and Enterprise



### Who is it for?

Creative HQ’s Certificate in Applied Innovation is for anyone interested in taking the first steps towards becoming an innovation practitioner.

The workshops will take participants through a journey of innovation from methodologies to knowing how to build and test a Minimal Viable Product.

### Time commitment

Each five-hour workshop can be attended as a standalone session. The certificate is awarded upon completion of the full series (25 HOURS).

Each workshop is designed to be interactive, using a suite of specialised tools for a hands-on experience that prepares participants to apply their innovation knowledge in their own companies, workplace or everyday life.

### What to do next?

Learn more about Creative HQ’s School of Innovation online at: [creativehq.co.nz](http://creativehq.co.nz)

For any questions, reach out to us at: [workshops@creativehq.co.nz](mailto:workshops@creativehq.co.nz)

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# Pricing and dates

Pick and mix your workshops.

Attend one workshop or sign up for the whole lot.

<b>1</b> <b>FOUNDATION</b> <b>SETTING YOU AND YOUR TEAM UP FOR SUCCESS</b>	<b>24 MARCH 2021</b> <i>Book your spot</i>
<b>2</b> <b>DISCOVERY</b> <b>FINDING A PROBLEM TO SOLVE OR AN OPPORTUNITY TO CREATE IMPACT</b>	<b>14 APRIL 2021</b> <i>Book your spot</i>
<b>3</b> <b>MARKET POTENTIAL</b> <b>UNDERSTANDING THE PLAYING FIELD</b>	<b>19 MAY 2021</b> <i>Book your spot</i>
<b>4</b> <b>IDEATION</b> <b>DEVELOPING AN INITIAL SOLUTION CONCEPT USING BROAD THINKING AND A CREATIVE PROCESS</b>	<b>16 JUNE 2021</b> <i>Book your spot</i>
<b>5</b> <b>BUILD, MEASURE, LEARN</b> <b>BUILDING A RANGE OF SOLUTION PROTOTYPES TO TEST WITH YOUR END USERS</b>	<b>7 JULY 2021</b> <i>Book your spot</i>

### Time and location

All workshops will run from 3pm to 8pm, from Creative HQ’s space: [1/7 Dixon Street, Te Aro, Wellington](https://www.creativehq.co.nz/locations)

**One workshop**  
\$399\*

**All five workshops booked together**  
\$1499\*

\*including GST, NOT including booking fee  
 Payment by invoice available