

CREA.
TIVE
HQ Your place
of innovation

School of Innovation



Welcome to your place of innovation



Who are Creative HQ?

We're here to feed your ideas and help transform them into real-world solutions. But we don't just supply the answer. Instead, we put you at the heart of your own problem.

Innovators are everywhere. And innovation comes in all shapes and sizes, in all industries and sectors. So, we work with startups and established businesses, government agencies and corporations. But there's one thing they all share: a desire to make change.

Our world-leading hub of innovation began in Te Whanganui-a-Tara Wellington. With the support of WellingtonNZ, we showed regional startups and businesses, as well as government agencies, how to reimagine and reinvent their approach. We gave them tools to build connectedness, capability and confidence. In short, everything they needed to unleash their innovations to the world.

Their success has been our success.

And now we teach the art of innovation to people around the globe.

CREA · TIVE HQ

Your place
of innovation



Want to learn to play on the edge?

Dip your toes in the world of innovation, take the next step by learning how to confidently facilitate or get your team through intensive innovation training.

Our innovation training and professional development workshops help people approach projects in new ways, increase productivity and learn problem-solving skills. Keep ahead of the curve of workplace changes and new ways of working.

Your one-stop-shop for innovation training.

We're committed to offering everyone the opportunity to learn the art of innovation.

We have a suite of options to cater to individuals and organisations as they strive to stay effective...

Need help picking?

Talk to us about your goal and we'll suggest the right workshop for you.



Certificate in Applied Innovation

Grow your toolkit and bring new ways of working back to your workplace.

Creative HQ's Certificate in Applied Innovation is the perfect course to learn more about innovation and how to use it in the real world.

The certificate is made up of five workshops: foundation, discovery, market potential, ideation and build-measure-learn. Attend one workshop or sign up for the whole lot.

In this course, you'll be introduced to a range of innovation methodologies and their underlying principles, to learn how these can be applied to real-world problems, before embedding the techniques in your working practice.

By working with a critical approach, you'll push beyond the initial limitations we have in understanding a problem and learn to connect more meaningfully with the people you're working to create better outcomes for. You'll gain the skills to feel comfortable challenging your own assumptions and to go beyond the brief.

Who is this course for?

- Anyone interested in taking the first steps towards becoming an innovation practitioner.
- Whether you work in a startup, a government agency, a social enterprise, NGO or a corporation, you'll get useful and applicable knowledge.

Learning outcomes

When you sign up for the Certificate in Applied Innovation, you will:

- Get an interactive learning and hands-on experience using a suite of specialised tools
- Learn how to apply innovation in your own company, workplace or everyday life
- Connect with like-minded individuals and foster connections across different industries.

Applied Innovation

5-part course

The certificate is made up of five workshops. Attend one workshop or sign up for the whole lot.

If you complete all five workshops, you'll receive a Certificate in Applied Innovation.

Time commitment

Each 5-hour workshop can be attended as a standalone session.

The certificate is awarded upon completion of the full series (25 hours).

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Foundation

Set you and your team up for success on your innovation journey. What will you learn?

- An understanding of what innovation is and why it is important.
- The principles of Lean startup and Agile.
- An overview of design thinking (human-centred design).

Discovery

Focus on finding a problem to solve or an opportunity to create impact. What will you learn?

- Develop an understanding of the problem from the viewpoint of those who experience it.
- How to validate that a real need exists.
- What techniques will help you talk to people with the objective of learning, to validate or invalidate your thinking.

Market potential

Understand the market and explore what might make this whole thing worthwhile. What will you learn?

- How to assess if there is a market for your problem and if that market is big enough.
- What the playing field looks like, from competitors to unique factors in the sector that might create challenges in solving your problem.
- Whether the impact and value you could create will make it worthwhile.

Ideation

Develop an initial solution concept. What will you learn?

- A suite of tools specifically designed to stimulate new ideas
- How to challenge yourself to think and do differently.

Build, measure, learn

Build a range of solution prototypes to test with your end users. What will you learn?

- Develop light-weight virtual solutions through to sophisticated working prototypes through the build, measure, learn loop..
- How this process can help you avoid investing a lot of time and money into a product that ultimately nobody wants.
- The benefits of continual iteration and validation, and through learning from your users how you can build a successful product that they will love.



What to do next?

Learn more about Creative HQ's School of Innovation online at:
creativehq.co.nz

For any questions, reach out to us at:
workshops@creativehq.co.nz

Your innovation delivery team

Meet the facilitators that
will guide you on your
innovation journey.



Dr Colin Kennedy

Head of School of
Innovation



Megan Rorich

Senior Innovation
Specialist



Alexandra Lutyens

Senior Innovation
Specialist



Nedra Fu

Senior Innovation
Specialist



Brett Holland

GM Innovation
Services



Ash Gifford

Innovation Specialist



Josie Glasson

Innovation Specialist

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