

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.



## All of our courses

### T7 Masterclass

Diploma in Applied  
Innovation

240 hours

Diploma in  
Innovation Delivery

160 hours

Diploma in  
Innovation Leadership

160 hours

The T7 Masterclass can be delivered in-person,  
online or in a hybrid format.



### Certificate in Applied Innovation

25 hours

National

In-person

### Certificate in Innovation Delivery

15 hours

National

In-person

### Certificate in Online Delivery

10 hours

National

Online

“

Probably the best formal  
professional development  
experience of my career.

”

Programme participant  
Callaghan Innovation

[Meet the team](#) who will guide you on  
your innovation journey.

Need help picking?

[Talk to us](#) about your goal and we'll  
suggest the right workshop for you.

# T7 Masterclass in Innovation

If you are serious about organisational change, this is the ultimate qualification for organisations looking to build innovation capability while solving problems, and for teams wanting to develop growth mindsets and skill-sets.

The programme comprises of three qualifications:

- **Diploma in Applied Innovation (T1-3)**  
Introducing the principles, methodologies and practices of effective innovation programmes.
- **Diploma in Innovation Delivery (T4-5)**  
An opportunity for participants to learn from the front of the room and develop skills to lead innovation workshops.
- **Diploma in Innovation Leadership (T6-7)**  
Ideal for individuals interested in a career in innovation. The training in these tiers involves mastery through the design and development of an innovation programme, plus the opportunity to either implement and evaluate that programme or research and apply a new innovation tool or technique.

## Learning outcomes

When you complete the T7 Masterclass in Innovation you will:

- Become equipped with the tools and techniques of innovation necessary to solve complex problems in a structured, confident and efficient manner.
- Learn how to use core innovation methodologies (Lean, Agile, design thinking).
- Learn to combine human-centred design with new technologies to create, accelerate and scale new investable and transformative ideas.

“

This programme gives you lifelong skills that allow a person to get the best out of organising a project or initiative.

”

T7 Masterclass participant  
Plunket

[Back to all courses](#)



### What to do next?

Learn more about Creative HQ's  
School of Innovation online at:  
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# Tier 1

## Introduction to innovation and problem discovery

By the end of Tier 1, you will be well-positioned to competently contribute to future innovation projects. You will learn the key principles, techniques and practices of innovation methodologies as well as the structure, format and implementation of the Creative HQ Foundation and Discovery Innovation Blocks.

Part of Creative HQ's Diploma in Applied Innovation.

[Back to all courses](#)

### Key topics

- Design thinking and customer empathy.
- Introduction to Lean startup and Lean enterprise methodology.
- Agile principles and introduction to Agile Management.
- Understanding the innovation life-cycle.
- Principles of collaborative problem solving.
- Discovery and mapping.

### Activities

**You will be introduced to a range of innovation methodologies and their underlying principles.**

In a sprint focused on discovery, you'll pair the theory with applying the tools and techniques in practice. A series of exercises will help to embed core innovation practices and principles in your working knowledge.

You will be supported and coached to validate a problem statement using new tools, anchoring it in real-world problem. You'll then distil the insights and establish the foundational knowledge of innovation in practice.

### Learning outcomes

At the end of Tier 1, you will be expected to demonstrate:

- A knowledge and understanding of innovation methodologies.
- Experience with sprint participation and collaborative problem solving.
- An understanding and ability to apply a range of discovery skills.

# Tier 2

## Innovation immersion

By the end of Tier 2, you will learn a range of Creative HQ's Innovation Blocks, be experienced in two sprint types, and have a solid understanding of related methodologies, tools, techniques and resources.

Part of Creative HQ's Diploma in Applied Innovation.

[Back to all courses](#)

### Key topics

- Confirming the potential value of solving a particular problem.
- Effective group work – managing divergent and convergent modes (double diamond).
- Finding consensus during ideation to ensure progress.
- Exploring solutions from different perspectives.

### Activities

You will start with an overview of Creative HQ's Market Potential Innovation Block, to explore and validate the unique factors that make the problem hard to solve and what the impact of any solution might be.

You'll then go through an intensive Ideation Sprint, to ideate on potential solutions to a problem / opportunity, before designing the solution concept with the target audience.

### Learning outcomes

At the end of Tier 2, you will be expected to demonstrate:

- An understanding of market potential and the variety of tools that can be used to validate it.
- Ideation skills, supported by a range of tools.

# Tier 3

Build, measure, learn

By the end of Tier 3, you will be able to use a variety of prototyping tools, test solutions thoroughly and effectively with users and stakeholders, and iterate based upon feedback. You will be able to use canvases and templates to look towards implementation and growth.

Part of Creative HQ's Diploma in Applied Innovation.



[Back to all courses](#)

## Key topics

- Understanding risk, uncertainty and evidence-based decision-making in the context of innovation experimentation.
- The range of solution prototypes through to Minimum Viable Product (MVP).
- How to use the Build, Measure, Learn loop effectively.
- Building and delivering a full pitch, using Creative HQ's 'Pitch' innovation block.
- Key principles of innovation management and how to drive towards specific innovation outcomes, metrics and objectives.

## Activities

You will delve deeper into the Build, Measure, Learn (BML) loop through a sprint to iteratively build solution prototypes and test with end users.

You'll apply build, measure, learn techniques to validate a given solution – anything from light-weight virtual solutions to sophisticated working prototypes – through test environments, which is a method that can be used for any validation process.

Following this process can help you avoid investing a lot of time and money into a solution that ultimately nobody wants. Instead, through continual iteration and validation, you will learn from users how to build successful solutions.

You'll explore scalability and be able to develop your pitch as you're introduced to the Growth Innovation Block.

## Learning outcomes

At the end of Tier 3, you will be expected to demonstrate:

- An understanding of when to use a range of prototyping tools.
- The ability to effectively test a prototype.
- Knowledge to support realistic growth and implementation plans.

# Tier 4

## Embedding and co-facilitation

By the end of Tier 4, you will learn how to prepare a workshop or sprint, create effective runsheets, facilitate front-of-room and successfully manage different groups of people.

You will develop a deep understanding of what happens behind the scenes when designing and facilitating a workshop/sprint with teams.

Part of Creative HQ's Diploma in Innovation Delivery.

[Back to all courses](#)

### Key topics

- Front of room skills, including tips and tools for facilitation.
- How to select teams that can drive rapid innovation and deliver pre-defined outcomes.
- Innovation event preparation, including working with clients, participants and building your runsheet.

### Activities

You will develop the skills and knowledge to shift from being an “active participant” to an “innovation facilitator”.

Starting by identifying an opportunity for an innovation event, you'll be guided by your coach in how to engage with stakeholders to prepare for it.

You'll co-create and co-facilitate a one or two-day workshop or sprint. This will see you build the runsheet and space to encourage a growth mindset in your participants, before you embed your facilitation skills further.

### Learning outcomes

At the end of Tier 4, you will be expected to demonstrate:

- An understanding of pre-event preparations to set it up for success.
- Front of room skills.
- A range of techniques to support people management (to optimise the participant experience).
- An ability to structure and co-develop runsheets to achieve a desired output.

# Tier 5

## Lead facilitation and coaching

By the end of Tier 5, you are expected to be showing a growing aptitude and confidence for front-of-room facilitation and one-to-one/team coaching.

The tier is designed to lead you towards the delivery of a four or five-day sprint.

Part of Creative HQ's Diploma in Innovation Delivery.

Course overview

[Back to all courses](#)

### Key topics

- Developing innovation talent and creative confidence.
- Coaching and facilitation in a high intensity environment.
- Tools for innovating at pace and dealing with difficult situations as a facilitator.
- The psychology of individuals and teams – coaching and facilitation essentials.
- Nurturing personal transformation and driving teams towards breakthrough outcomes.
- Demystifying “innovation” – how to lead-facilitate disciplined innovation formats.

### Activities

You will engage with the client to learn and articulate their required (and requested) inputs and outputs. One output will be a design log, which you will learn how to structure based on the content, artifacts and insights you gather throughout the event.

A few options are available for selecting the type of sprint:

As a new coach, you can demonstrate your skills through one of Creative HQ's innovation event opportunities.

Or, when and where an event isn't scheduled, you can theme a format to address a problem/opportunity from your own environment.

In either scenario, you will focus on innovation management techniques and coaching for individuals and teams. The chosen format can create highly desirable outcomes for clients whilst also providing opportunities for you to demonstrate your skills.

No matter which format is chosen, you'll take turns leading, facilitating and coaching a cohort throughout an event and be supported by highly experienced facilitators from Creative HQ.

### Learning outcomes

At the end of Tier 5, you will be expected to demonstrate:

- The design of an innovation event.
- The delivery of an innovation event.
- An ability to balance stakeholder requirements.

# Tier 6

## Programme design

By the end of Tier 6, you are expected to demonstrate a comprehensive understanding and proficiency in all aspects of designing and delivering a highly effective and successful innovation programme through a real-world/ case study scenario.

Part of Creative HQ's Diploma in Innovation Leadership.

Course overview



[Back to all courses](#)

### Key topics

- Understanding constraints, objectives, outcomes and the common structures / approaches of innovation programmes.
- Understanding operating, finance and resourcing models for innovation programmes.
- Navigating stakeholder environments, internal politics and competing priorities between “business as usual” and innovation environments.
- Developing and managing successful innovation programmes. The non-delivery related aspects and processes, from deal-flow, team assessment and selection funnels to on-boarding, etc.
- Managing innovation portfolios and balancing opportunity size and dynamics across innovation horizons, customer experience, impact and strategic alignment.

### Activities

Tier 6 focuses on the end-to-end design of effective innovation programmes for organisations and ecosystems. You'll start with a five-day workshop on how to design, develop and implement an end-to-end innovation programme.

You'll learn about designing for startup incubation and acceleration, and corporate/ public sector programmes. Talking points will focus on common models, such as fixed-intake and rolling-intake models, high-touch / low-touch interventions, etc.

You will develop a deep understanding of all phases within innovation programmes including; preparation, “deal flow”, programme events, due diligence and post-programme activities, the sequencing of innovation formats and the development of meaningful metrics and stage gates.

### Learning outcomes

At the end of Tier 6, you will be expected to demonstrate:

- An understanding of the elements that contribute towards building an innovation ecosystem.
- The development of a programme design for delivery and management.
- An understanding of programme impact and evaluation.
- An ability to develop and present a strategy for the creation of an innovation programme.

# Tier 7

## Innovation mastery

By the end of Tier 7, you are expected to operate at the level of an innovation specialist and must have either successfully delivered at least one end-to-end innovation programme (within a 3–6 month period) or created a market-ready innovation tool or technique.

Part of Creative HQ's Diploma in Innovation Leadership.

Course overview

[Back to all courses](#)

Tier 7 should be undertaken 3-6 months after Tier 6 and upon completion participants are expected to operate at the level of other T7 Master Coaches and must have successfully delivered at least one end-to-end Innovation Programme in an ecosystem or large organisation.

If, for a variety of reasons, participants are unable to wait 3-6 months to undertake Tier 7, then a second option is available.

Upon completion of this option, participants – with the expectation that they will operate at the same level of mastery – will have researched, developed and tested a new market-ready innovation tool or technique, or a new facilitation or coaching technique.

For either option, the T7 Master Coach level will be awarded when other T7 Master Coaches believe the participant demonstrates the key characteristics of a T7 Master Coach.

## Learning outcomes

At the end of Tier 7, you will be expected to demonstrate:

- The ability to design and develop through problem discovery and ideation.
- An applied ability of the delivery and evaluation methodology through build-measure-learn.
- Innovation mastery, applying knowledge to support events or programmes.

[Read more about Options A and B](#)

# Tier 7 options

## Innovation mastery

By the end of Tier 7, you are expected to operate at the level of an innovation specialist and must have either successfully delivered at least one end-to-end innovation programme (within a 3–6 month period) or created a market-ready innovation tool or technique.

Part of Creative HQ's Diploma in Innovation Leadership.

### Option A – key topics

- Demonstrating the value of innovation programmes at executive levels.
- Establishing and delivering (ongoing operation) of innovation programmes successfully.
- Evolving innovation programmes to increase value, relevance and impact.
- Creating repeatable and scalable programmes that can be delivered globally.

### Option A – activities

You will complete a full cycle of design, development, delivery and evaluation of an innovation programme in an ecosystem or large organisation.

The evaluation – a post-programme assessment – is performed by an experienced master coach with specific feedback, guidelines and potential areas for improvement.

Through this experience, you will gain an understanding of the nuances associated with running a successful and impactful programme through periods of organisational, environmental or disruptive change. Innovation programmes are no different to other complex programmes of work and as such Master Coaches are expected to demonstrate the value of the programmes they design and work within organisational / funding constraints, time pressures, politics, and varying cultural norms.

Typically this would also provide experience of the challenges in establishing, funding, operating, showcasing and completing programmes with complex stakeholder management at executive level.

### Option B – key topics

This alternative Tier 7 option challenges participants to make use of Creative HQ's Innovation Blocks to create a market-ready innovation tool or technique.

- Mapping innovation and facilitation practice to identify gaps and opportunities.
- Demonstrating the ability to develop new applied knowledge in innovation and/or facilitation delivery.
- Testing a new innovation in a facilitation space.

### Option B – activities

You will complete a full cycle of design, development, delivery and evaluation of the selected tool or technique.

By following the innovation pathway of discover – ideate – build/measure/learn you will be tasked with delivering either a road-tested new innovation tool or technique, or a new facilitation or coaching technique.

Guided through the process, including a number of dry-runs, you will be supported by a Master Coach along with weekly group meetings to share your individual research work and receive feedback.

You will set up testing for your concept through two cycles of build-measure-learn before a final presentation to a group of stakeholders.



# 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).

[Back to course overview](#)

## 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.

[Back to all courses](#)



**What to do next?**

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# Certificate in Innovation Delivery

Course syllabus

Start your career in facilitation or polish your skills.

In Creative HQ's Certificate in Innovation Delivery, you'll learn a range of skills and techniques to confidently facilitate in-person workshops, sprints or meetings. If you are interested in online delivery, make sure to check out our Certificate in Online Delivery.

**The certificate is made up of three workshops: Making a great start, Front of room, and In the thick of it. Attend one workshop or sign up for the whole lot.**

In this course, you'll focus on creating experience-based environments, to build your own immersive and applied process. By concentrating on the techniques and skills, you'll learn to connect more meaningfully with the people you're working with to co-create better outcomes. Gain the confidence to take those techniques and skills away, to apply them to any learning or training context.

## Who is this course for?

- Anyone interested in taking their first steps towards becoming a workshop, sprint or innovation facilitator.
- 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 Innovation Delivery, you will:

- Learn how to prepare facilitation spaces and outcome-focused runsheets
- Gain confidence standing in front of a room
- Understand how to manage different personality types and group sizes.

# Innovation Delivery

## 3-part course

You can attend each workshop as a **standalone session**. Or complete all 3 workshops to receive Creative HQ's Certificate in Innovation Delivery.

## Time commitment

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

The certificate is awarded upon completion of the full series (15 hours).

“

**My course was fun, different, engaging, well planned, thought-provoking. All you could want in a course.**

”

Workshop participant

[Back to course overview](#)

## Making a great start

### Pre-workshop prep and kicking off your project

Focus on how to get off to a strong start. What will you learn?

- Challenges of ensuring that both clients and participants have clear expectations.
- What creates an inclusive facilitation space primed for success.
- How to create the ultimate pre-event checklist.

## Front of room

### Facilitation skills and people management

Focus on facilitation skills and key people management techniques. What will you learn?

- How to get the most out of the people in front of you.
- Explore how you can use body language, voice and listening skills to manage a variety of situations in front of you.
- Consider how to successfully work with different personality types (individually and in groups) and how to give appropriate feedback.

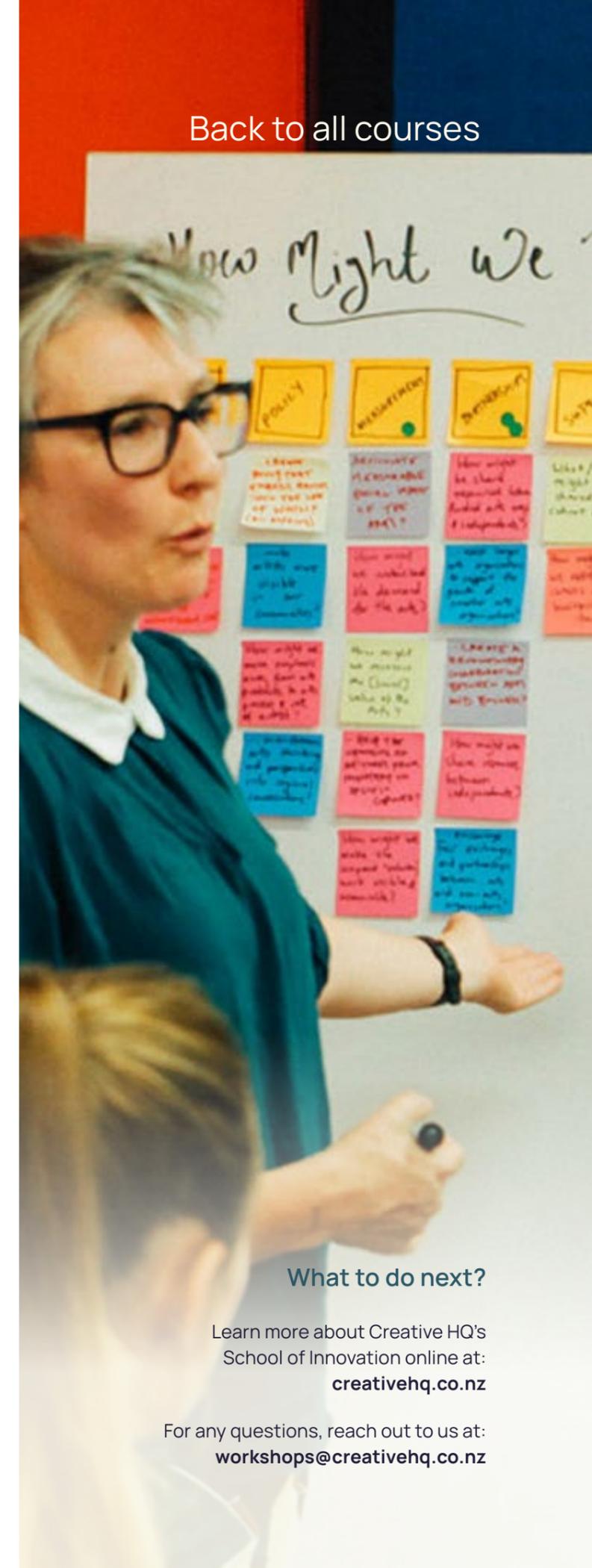
## In the thick of it

### Running a workshop and managing the room

Focus on the actual running of the workshop or sprint. What will you learn?

- How to facilitate groups towards consensus and outcomes while maintaining neutrality.
- Explore techniques to maintain energy in the room, manage group dynamics and wellbeing, and develop data conveyance skills.

[Back to all courses](#)



## What to do next?

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## Certificate in Online Delivery

Hone your skills in the design and delivery of engaging, outcome-focused online workshops.

The last few years highlighted how much online facilitation needs a different approach from delivering workshops in person. In the **Certificate in Online Delivery**, you will learn the skills, tools and techniques to confidently design and deliver successful online workshops.

Are you looking to hone your skills in the design and delivery of engaging, outcome-focused workshops? In this course, you will learn the skills, tools and techniques to confidently design and deliver successful online workshops.

As you work through real-world examples of the different aspects of online delivery, you'll explore different tools and their uses to be able to choose the 'right tool' and you'll gain the skills and confidence to design a successful online workshop.

### Who is this course for?

- Anyone interested in or needing to facilitate in an online environment.
- Whether you work in a startup, government agency, a social enterprise, NGO or a corporation, the course is designed specifically to suit the schedule of busy professionals.

### Learning outcomes

The course is task-based with real-world examples, so you can apply your learnings immediately. You will:

- Understand and mitigate the key challenges of facilitating online
- Utilise online tools for online collaboration
- Design exceptional online experiences
- Confidently facilitate in an online environment to get the best outcomes from others.

# Online Delivery

## 5-part course

These workshops are designed as a series. Complete all 5 workshops to receive Creative HQ's Certificate in Online Delivery.

### Time commitment

Each workshop is 2 hours, online available to book as the full series.

The certificate is awarded upon completion of the full series (10 hours).

“ Thank you Creative HQ, what an amazing journey and experience in innovation. ”

Workshop participant

[Back to course overview](#)

## Overcoming the challenges of online

### Part 1

Focus on how to create an online environment to engage all participants. What will you learn?

- What causes people to disengage online and how to develop a toolkit to mitigate this.
- Challenges of energy, wellness and inclusion associated with facilitating online.
- How to build a run sheet that accommodates what you have learned.

## Overcoming the challenges of online

### Part 2

Understand the technology challenges of online facilitation and explore how to respond to them with prior planning. What will you learn?

- Why delivery takes longer online
- Behavioural changes when people participate virtually
- Versus in a room

## Developing confidence with the tech

### Platforms and tools.

Develop the confidence to use online tools and platforms. What will you learn?

- What tools are available to you for collaboration, engagement and task management.
- How you can get the most from technology by preparing your participants on what to expect and how to use the tools.

## Designing an online workshop

### Logistics and considerations.

Navigate how to design an exceptional online experience. What will you learn?

- How to create psychological safety online.
- How to cater to different learning styles.
- How to design an outcome-focused run sheet.
- Pre-planning and logistics to consider for an online workshop.

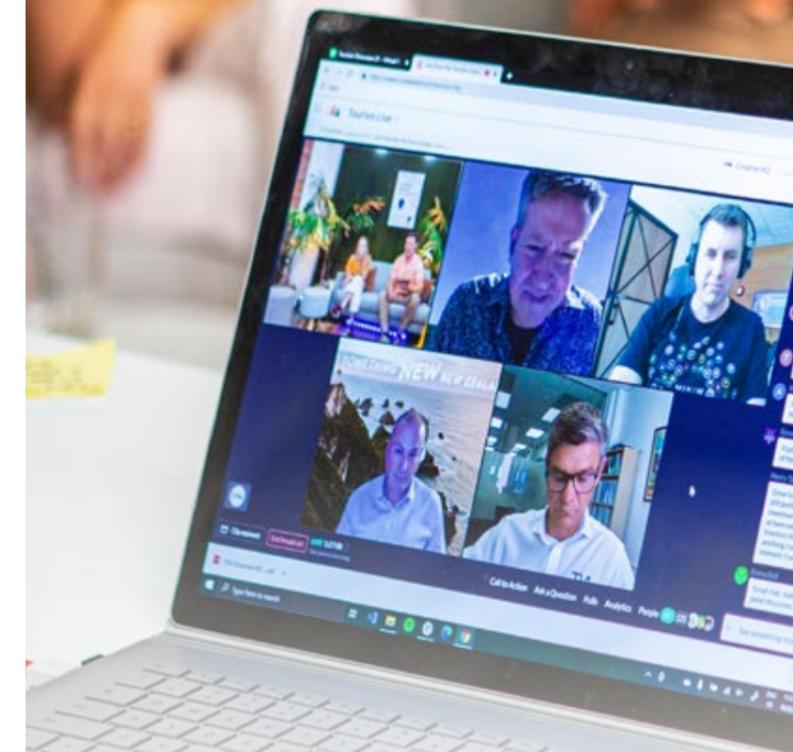
## Presenting and facilitating online

### About you.

Explore the art of presenting online. What will you learn?

- How to present yourself, including your surroundings, voice and online body language.

[Back to all courses](#)



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## 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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