

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



## 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...

### 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.

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



### What to do next?

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

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

# 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.

### 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.



### 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.



## 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.



### 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.



### 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.



### 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

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.

## Course overview

### 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.





## Your innovation delivery team

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



**Dr Colin Kennedy**

GM School  
of Innovation



**Brett Holland**

Chief  
Innovation Officer



**Alexandra Lutyens**

Senior Innovation  
Specialist



**Ash Gifford**

Innovation  
Specialist



**Benji Pritchard**

Innovation  
Specialist



**Elliot Blythe**

Innovation  
Specialist



**Josie Glasson**

Senior Innovation  
Specialist



**Megan Rorich**

Senior Innovation  
Specialist



**Nedra Fu**

Senior Innovation  
Specialist



**Pearl Philavong**

Innovation  
Specialist

### What to do next?

Learn more about Creative HQ's  
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[creativehq.co.nz](https://creativehq.co.nz)

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[workshops@creativehq.co.nz](mailto:workshops@creativehq.co.nz)