

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 have with 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 problem solving 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
Facilitation

160 hours

Diploma in Innovation
Leadership

160 hours

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



Probably the best formal
professional development
experience of my career.



Programme participant
Callaghan Innovation

Certificate in
Applied Innovation

25 hours

National

In-person

Certificate in
Facilitation

15 hours

National

In-person

Certificate in
Online Facilitation

10 hours

National

Online

Certificate in
Innovation
Mentorship

40 hours

National

In-person or hybrid

Need help picking?

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

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

T7 Masterclass in Innovation

If your organisation is committed to building a culture of innovation and growing capability, then this is the ultimate qualification. This immersive learning experience develops both growth mindsets and innovation skillsets, all while tackling your real organisational problems.

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 Facilitation (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)**
A challenge to look at your organisation through a new lens to explore the opportunities and challenges of establishing - and practicing - a culture of innovation.

Learning outcomes

When you complete the T7 Masterclass in Innovation you will:

- Be equipped with the tools and techniques of innovation necessary to solve complex problems in a structured, confident and efficient manner.
- Be confident in creating and facilitating innovation workshops, sprints and programmes.
- Understand what creates a successful and enduring organisational culture of innovation.

“

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



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What to do next?

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Part of Creative HQ's Diploma in Applied Innovation

Tier 1

Introduction to innovation and problem discovery

This tier asks participants to work their way through a series of exercises designed to introduce core innovation practices and principles before embedding these new skills and techniques in their working knowledge. This will result in a framed and well articulated problem.

Tier 2

Innovation immersion

This tier involves validation tools to explore the unique factors that make the problem hard to solve and what the impact of any solution might be. Participants then learn to ideate on potential solutions.

Tier 3

Build-Measure-Learn

This tier delves deeper into the Build, Measure, Learn loop by helping participants iteratively build a range of solution prototypes to test with end users. The range includes light-weight virtual solutions through to sophisticated working prototypes.

Part of Creative HQ's Diploma in Facilitation

Tier 4

Embedding and co-facilitation

This tier is made up of a series of activities and scenarios to prepare participants for building the foundation for a successful innovation event. Participants will initially identify a one or two-day workshop opportunity within their organisation. Guided by their coach, they will start to engage with stakeholders to prepare the event, while working through a series of sessions on facilitation skills. Ultimately participants will co-facilitate the workshop.

Tier 5

Lead facilitation

This tier is designed to lead towards the delivery of a four or five-day sprint. Prior to that participants will work through exercises focused on innovation management techniques and coaching individuals and teams. The preparation of the sprint includes engaging with the client to glean and articulate the required (and requested) inputs and outputs.

Part of Creative HQ's Diploma in Innovation Leadership

Tier 6

Building a culture of innovation

This tier focuses on the development of an organisational culture of innovation. Participants look at various structures, processes and behaviours through an innovation lens and are tasked with developing a pitch to their senior leadership team for some implementable changes.

Tier 7

Innovation mastery

This tier challenges participants to make use of the previous six tiers to create an innovation programme. They must complete a full cycle of discovery, ideation, validation and build-measure-learn. After following this innovation pathway, participants will be tasked with delivering a pitch for support and/or funding to implement their concept.



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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.

In this certificate, 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.

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

Time commitment

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 the concepts of possibility making and alidated learning.
- How a suite of innovation tools and techniques can be used in an applied innovation context.
- Where to start the innovation process through problem framing.

Discovery

Focus on finding a problem to solve or an opportunity to create impact.

What will you learn?

- How to 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.

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.

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.

Build, measure, learn

Build a range of solution prototypes to test with your end users.

What will you learn?

- How to 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.

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What to do next?

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Certificate in Facilitation

Start your career in facilitation or polish your skills.

In Creative HQ's Certificate in Facilitation, 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 Facilitation.

The certificate is made up of three workshops.

In this certificate, 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 Facilitation, 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.

Facilitation

3-part course

Complete all 3 workshops to receive Creative HQ's Certificate in Facilitation.

Time commitment

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

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Workshop 1

Focus on preparation, environment and the different kinds of humans in the room.

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.

Workshop 2

Focus on managing the room and the humans in it.

What will you learn?

- Giving feedback and active listening.
- Dealing with conflict and driving towards outcomes.
- Managing energy.

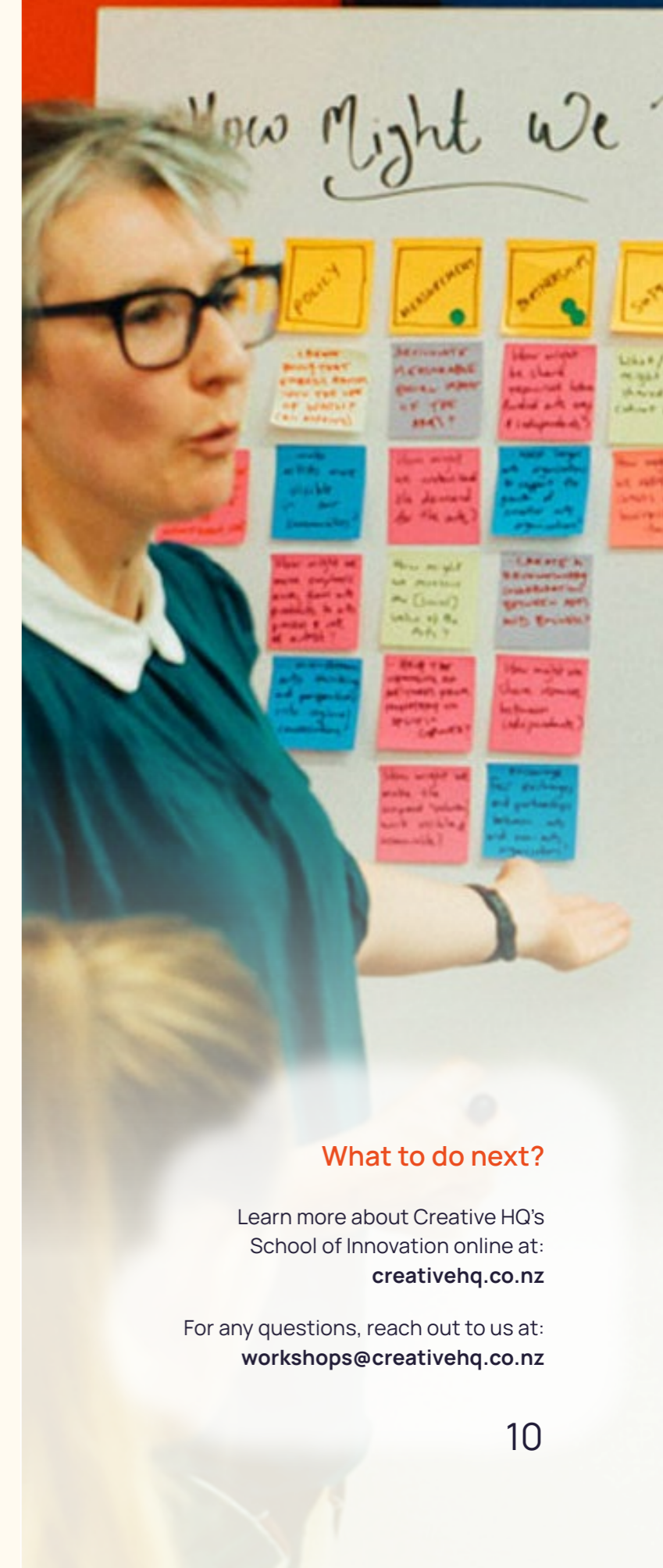
Workshop 3

Focus on simulated facilitation practice and getting feedback.

What will you learn?

- Build a run sheet and set up a facilitation environment.
- Co-facilitate a session through a scenario-based learning opportunity.
- Receive feedback from peers and trainers.

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Certificate in Online Facilitation

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 Facilitation**, 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 certificate, 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 Facilitation

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

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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

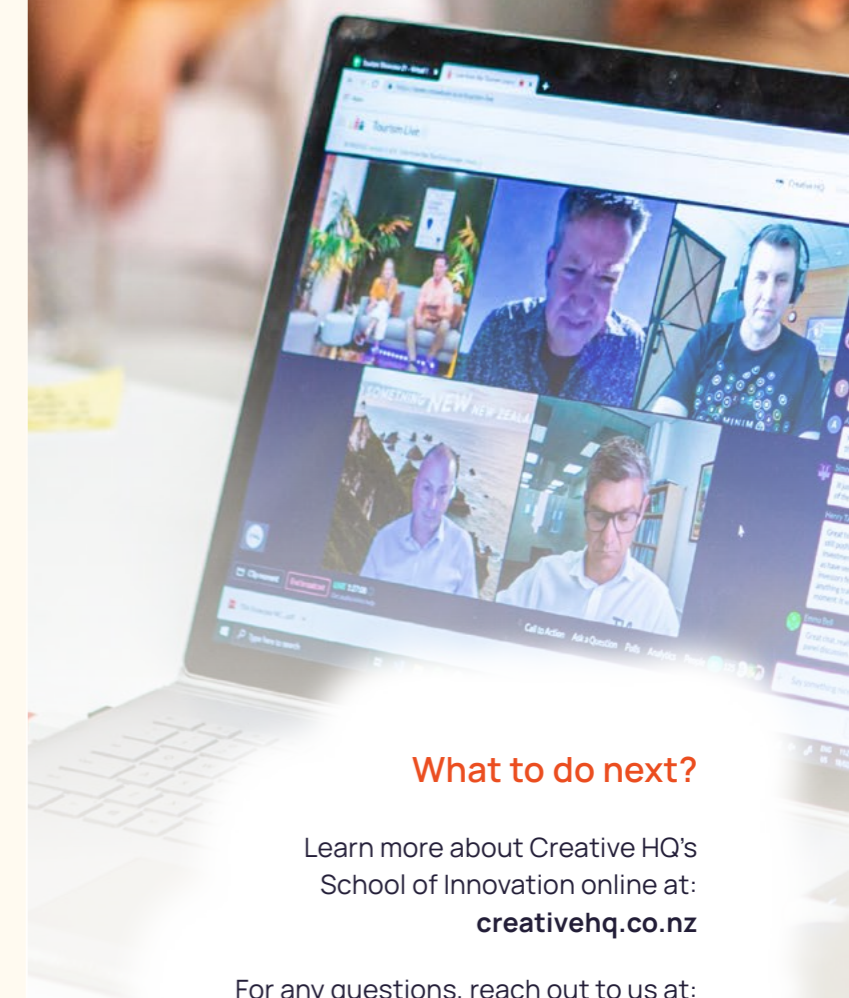
About you.

Explore the art of presenting online.

What will you learn?

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

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Certificate in Innovation Mentoring

Mentor founders and entrepreneurs to find success.

Creative HQ's Certificate in Innovation Mentoring is designed to develop and hone mentoring skills for an innovation and startup environment.

The Certificate is made up of two parts:
(1) you will be taken through six modules to develop your mentoring skills before
(2) having your mentoring skills evaluated*.

In this certificate, you'll be introduced to a variety of startup accelerator and studio programmes, as well as the different roles and innovation techniques used within them. Through group discussion and activities, you'll develop a broad understanding of what it takes to both build a strong relationship with your mentees and how to manage complex situations, such as conflict and wellbeing issues. You'll explore how to maximise the impact you can make by creating good habits, goal setting and working successfully within governance structures.

* Please note that participants need to create their own mentoring opportunities

Who is this course for?

- Anyone interested in mentoring on innovation / startup programmes, such as incubators or accelerators.
- Anyone who is keen to improve their mentoring skills, for working with individuals or teams.

Learning outcomes

The course is a combination of workshops and real-life mentoring. You will:

- Understand a range of startup accelerator and studio programmes.
- Learn how to build strong relationships with mentees.
- Discover how to manage complex situations, including conflict resolution.
- Use tools, such as goal setting and creating new habits, to optimise your impact.

Innovation Mentoring

2-part course

Part 1 is made up of six modules.

If you complete all six over 20 hours (plus 8 hours of self-managed reading), you will be invited to complete Part 2.

Part 2 requires 10 hours of mentoring, 2 hours of which must be observed or submitted (as video) for evaluation.

Time commitment

The Certificate is awarded upon completion of both parts (40 hours).

Programmes and roles

Participants will...

- Have an understanding of startup programme structures.
- Have an understanding of the various roles within these programmes.
- Have an understanding of the types of people who fill these roles.
- Be able to see how the roles interact and support each other.

Innovation Coaching Fundamentals

Participants will...

- Understand the concepts of possibility making and validated learning.
- Be able to identify and frame a problem.
- Be able to use creative techniques to ideate solutions.
- Be able to validate the problem and the solution.

Engaging with Mentees

Participants will...

- Be aware of some of the main challenges coaches and mentors face.
- Be able to use active listening techniques.
- Be aware of bias and have tools to maintain neutrality.
- Be able to use questions and feedback to engage.

Working with Mentees

Participants will...

- Understand ways to form groups and have used the CH3 tool.
- Be able to use consensus-building techniques.
- Understand various approaches to conflict resolution and disagreement.
- Be aware of different techniques that focus on founder wellbeing.

Outcomes and Impact 1

Participants will...

- Be able to set goals and establish action plans to achieve these goals.
- Use questions to create learning opportunities and a growth mindset.
- Be able to encourage founders to have accountability of achieving goals.
- Be able to help founders break unhelpful habits and create effective habits.

Outcomes and Impact 2

Participants will...

- Be aware of the importance and structure of healthy connections.
- Be aware of mentor board governance structures and practices.
- Be able to identify and prevent mentor whiplash.
- Be able to build conducive mentoring environments.

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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



Josie Glasson

Senior Innovation
Specialist



Megan Rorich

Senior Innovation
Specialist



Nedra Fu

Senior Innovation
Specialist

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