

CERTIFICATION TRAINING COURSE

The need for innovation and maximizing the talents of people has never been stronger. Yet, understanding what it takes to make innovation happen and how to leverage the strengths of people is still not a common practice. Becoming certified in the ISPI® (Innovation Strengths Preference Indicator®) is a key step in boosting the productivity, performance and output of your organization and your people.

Those Certified in the ISPI® will be able to provide feedback and coaching to ISPI® individuals and groups. They will also be able to analyze and interpret ISPI® data when forming teams or analyzing teams. They will also be able to look at cumulative ISPI® data of a team, department or organization and interpret different cultural characteristics of the group. Depending on what you are looking to do with the ISPI®, there can be many organizational-specific benefits to Certification in the ISPI®.

Becoming certified in the ISPI® is a three day process as well as some additional "at home" follow-up requirements. ISPI® Certification can take place via an open enrollment program or on-site specifically for your organization.

The next ISPI® Certification Training (Open Enrollment)

Dates: August 14,15,16, 2012

Location: Rochester, NY

Lead Facilitator: Bob Rosenfeld, CEO of Idea Connection Systems, creator of the ISPI®, Innovator in Residence Emeritus at the Center for Creative Leadership (CCL), co-founder of Association for Managers of Innovation (AMI), and author of, "Making the Invisible Visible: The Human Principles for Sustaining Innovation"

Cost: \$3,000 per person, which includes all ISPI® Certification materials (volume discounts are available)

You can use the ISPI® for:

- Innovation
- Creativity
- Career Development
- Coaching
- High Potentials
- Team Development
- Change Management
- Risk Profile
- Mergers and Acquisitions
- Culture of Innovation
- Strategic Succession Planning
- Talent Selection and Hiring
- Stress Management

"The most important, and indeed the truly unique, contribution of management in the 20th century was the fifty-fold increase in the productivity of the MANUAL WORKER in manufacturing.

The most important contribution management needs to make in the 21st century is similarly to increase the productivity of KNOWLEDGE WORK and the KNOWLEDGE WORKER."

- Peter Drucker (1909-2005)

Author and consultant on strategy and policy for top management, businesses and non-profits.

Some of the organizations who are using (or have used) the ISPI® include: Hallmark, Raytheon, ExxonMobil, U.S. Army, NASA, U.S. Office of the Secretary of Defense, Arch Coal, Daymon Worldwide, U.S. Army Armament Research, Development and Engineering Center (ARDEC) and Eastman. The ISPI® is used by the Center for Creative Leadership (CCL) in their innovation programs.

(The following is sample program content from the typical ISPI® Certification program.)

Pre-Work

- Take the ISPI®
- Read the ISPI® Feedback Report
- Read “Making the Invisible Visible: The Human Principles for Sustaining Innovation”
 - ISPI® Focus: Chapter 6 – Leverage Differences

Three days of classroom training. ISPI® Certification topics include:

- Innovation and Creativity
- ISPI® Theory and its application to innovation
- The Human Dynamics of Innovation
- What is needed to become an advocate for internal change
- Understand how to leverage cognitive, conative and affective differences
- 12 Orientations of the ISPI®
- iO – Innovation Orientation = Builder to Pioneer model
- iOM – Innovation orientation Modifiers
- How to deliver ISPI® feedback to individuals
- Interpreting and applying cumulative ISPI® data
- How to deliver ISPI® feedback to groups
- ISPI® Exercises
- Handling Q &A
- Coaching with the ISPI®
- ISPI® and Teams
- ISPI® Software



Homework

- Deliver Feedback to at least two individuals
- Deliver Feedback to a group
- Final Webex as a group – How did it go? and Q&A

In order to access ISPI® data for cumulative and team analysis, ISPI® Software will also need to be purchased. There are various levels of ISPI® Software access, which can be determined based on your needs.

To sign up for ISPI® Certification or for more details, please contact:

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