











Certified Deep Innovation Design Executive (BCDE)

	Length	1 Week
	Workload	3 sessions 3-hour per sessions
	Delivery Mode	Instructor-led online Training in small groups BlueCallom Software
	Prerequisite	None
	Start Date	Check the website
	Course ID	ID 205180
	Fees	\$2,200 per person
	Certificate	Exam BCDE Certificate

Direct your innovation needs in a very strategic manner

Disruptive innovation is the most powerful competitive advantage of all. However, so far, enterprises have delivered only improvements. The disruption came from startups. The objective of this program is to help executives get to groundbreaking innovation. The program also shall help executives guide their innovation management teams to predictable results and how the management teams can answer a few key questions: “What do I physically do to think innovative”. And if such a project reaches the executive level, the program explains why it was virtually impossible to convince boards, shareholder representatives, unions, policymakers, and other parties to support such a project, despite the request for more innovation – and how to change that.

The program provides a comprehensive overview of the new Neuro Innovation Design model and why it is dedicated to groundbreaking innovation. You will not need to become an innovation expert to know what you can expect from your leadership team and how it should be composed. We make a deep dive into the structural aspects of an innovation effort, innovation capitalization, innovation KPIs, innovation management and systems, innovation team building, and talent acquisition, as well as the entire innovation complex of a global enterprise.

Who is this for?

Executives needing to direct their company towards more innovation, board members, shareholders, union leaders, industry associations, economists, government representatives.

What you will learn

Everything you learn is based on modern neuroscience and years of innovation practice in building disruptive businesses and helping fast-growing companies to maximize their innovative ideas.

- Why we can move away from random creativity
- How to craft a corporate innovation strategy
- What performance can you expect from a top innovation team
- How to assemble an innovation leadership team
- How to judge all critical aspects of innovation projects
- How to finance disruptive and groundbreaking innovation
- What risks to consider in innovation projects
- What to consider when innovating in public companies
- How to leverage executive innovation dashboard systems

Skills you will gain

Each of the skills are based on a dedicated Innovation Journey method.

- Enterprise innovation leadership skills
- Enterprise innovation strategy development skills
- Innovation management team-building skills
- Innovation opportunity identification skills
- Innovation financing and management skills
- Innovation-to-market skills

Program Details & Application

ID 205180 | \$ 2,200 / person*

- 1-weeks, instructor-led online training
- 3 days of 3-hour sessions each
- Max. 16 attendees
- Total of 3 sessions

At present day, all our trainings are conducted online. BlueCallom is professionally connected via ultra high speed fiber connections to the Internet. We are using HD cameras and professional audio equipment.

*We reserve the right to change prices without notice. Please check our website for latest updates

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