

Informa Connect

Academy

# AIPMM - Certified Innovation Leader (CIL)

Inspire Business Growth Through Innovation Leadership

Course Level: Advanced



Duration: Four Days  
Attend In-Person or Live Digital

In partnership with



# Course Information

## Course Overview

It's not what you do; it's who you are, both as a professional and as a business. Learn the skills, strategies, and techniques to give yourself and your product a competitive advantage.

With this course, you will walk away with a toolbox of best practices and proven methodologies that will help you establish and then lead a culture of innovation for your company. You will craft a workable real-time process to build new, effective revenue streams.

You will re-learn the entire product life cycle from the perspective of innovation; from goods and services early ideation to the retirement of past innovations. The entire learning process is designed to prepare you to take the Certified Innovation Leader exam.

Certified Innovation Leaders understand and utilise every phase of the innovation process to produce goods and services that are successful in the global market place and provide maximum return on investment to the organisation. The innovation body of knowledge explored in the workshop includes:

- Innovation Strategic Alignment
- Ideation Management
- Business Case Development
- Knowledge Creation
- Project Planning
- Innovation Development
- Innovation Qualification
- Product Launch

This **AIPMM ProdBOK® Approved training** will help participants define and implement an innovation process to create new, effective revenue streams. It also prepares candidates for the **Certified Innovation Leader (CIL)** exam.

This course arms you with the knowledge and skills required to lead and participate in innovation efforts in your company, creating a culture of effective innovation throughout the entire life cycle.

# Course Information

## About AIPMM



Founded in 1998 the Association of International Product Marketing and Management (AIPMM) is the world's largest professional organisation of product managers, brand managers, product marketing managers, and other individuals responsible for guiding their organisation and clients through a constantly changing business landscape.

The mission of the AIPMM is to advance the field of product management across all industries. We do that by shepherding the first and only Product Marketing and Management Body of Knowledge® (ProdBOK®) creating the sole industry certification exam and by offering research in the field of product management.

## It's Where You Go For Answers

It's your responsibility to have the answers your organisation and clients need to navigate an ever-changing business landscape – AIPMM ensures you always have the right ones.

AIPMM currently has over 11,000 members in North America, Europe, the Middle East, and Southeast Asia.

## Certified Innovation Leader (CIL) Credential



This certification is for professionals who are driven to lead or participate in innovation efforts for gaining and maintaining competitive advantage. In addition to innovation best practices, the CIL certification provides individuals and organisations with the knowledge, skills, and tools to strategically integrate and align organisational goals with a managed and purposeful innovation culture and process.

### How to Acquire the Certified Innovation Leader (CIL) Designation

- Complete The Certified Product Innovation Leadership course
- Become an AIPMM member
- Receive a passing score on the CIL exam

## About the Product Innovation Leadership Course & Exam

The Course includes the following:

- 24 hours of instructor-led training
- Course handbook and study guide
- Exam review
- AIPMM Certified Innovation Leader (CIL) exam fee (\$395 value per person)
- AIPMM basic membership (\$125 value per person), which includes productivity templates and tools

# Course Information

## Why You Should Attend

**This course is an investment for your business** – This course is overflowing with concrete information that can have a positive effect on your organisation's solutions. We will discuss key activities to help you succeed managing and marketing your organisation's solutions and services.

**This course covers all you need to know to effectively lead innovation within your company** – From the typical product life cycle, product planning, market trends and key deliverables, this course covers every facet of product management and marketing. You'll get real-world information and processes you can put into practice as soon you return to your office.

**You will learn how to make the most of the solutions you already have** - Whether you want to inspire your co-workers to greater heights of innovation or need to maximise sales revenue on current solutions, you'll learn tips for conceiving and delivering value-added solutions based on customer insights

**You will learn how to maximise revenue for your business** – This course will provide all the information you need to maximise sales revenue for your organisation's solutions.

**Increases your value** – Proven methodologies and best practices will optimise your effectiveness.

**It's a networking opportunity** – There are plenty of ways your company can benefit from effective networking. You may find potential partners, collaborators or vendor resources. Networking can also help you identify people to help you solve technology problems, overcome hurdles, and identify thought leaders with innovative ideas.

**Share information with your team when you return to the office** – Host an "Everything I learned about product management and marketing" presentation for your co-workers when you return to your office. All presentation slides and references will be available on a website so you'll have plenty of inspiration and information to share.

## What You Will Learn

- Aligning your company goals with innovation objectives
- Developing a sustainable approach to gain or maintain a competitive advantage in your field
- Transforming new knowledge about your field into creative ideas for products or processes that give your company an edge over competitors and add new revenue streams
- Purposefully creating an innovation culture in your business and employees through management skills and tools
- Identifying opportunities for innovation in each stage of the product life cycle, from concept to retirement
- Harnessing innovative ideas to design value-added products that are successful in any marketplace
- Maintaining operational effectiveness throughout each stage of the innovation process

## Prerequisites and Pre-course Reading

There are no specific prerequisites for the courses. The certification exam is designed to test general business knowledge, including topics that cannot be covered on the course. Candidates with an education in business and several years of experience generally score higher on the exam than those with minimal experience, but the course and exam have been proven to be a useful introduction for those with as little as several months of experience in the function.

# Course Information

## What You Will Do

Participants will learn steps required to drive strategic innovation in their company, including how to:

- Define and implement an innovation process that best fits the company's value chain
  - Get the right mix of people and skills to generate innovative ideas efficiently
  - Develop the processes and tools required to support the teams
  - Decide which ideas are right for investment, and which new business opportunities are worth pursuing
- Achieve the status of innovation leader or effective team member within the company
  - Increase personal value by becoming a more strategic asset
  - Gain a deeper understanding of the core business needs
  - Identify risks and "blind spots" that can negatively impact the success of innovation efforts
  - Understand the factors that improve odds for success
- Demonstrate the value in defining an innovation process and how it leads to more effective teamwork and increased efficiency

This reveals:

- How the innovation process and product management life cycles are deeply intertwined
- How to define the company's innovation process and ensure that the right people and tools are in place
- How to build a culture that encourages innovative behaviors
- How to increase the ability to control innovation process results by:
  - Expanding product "domain" knowledge
  - Improving the core team's performance and collaboration
  - Ensuring thoughtful planning, risk mitigation, and communication

- Applying a repeatable process to create more effective products, processes, or activities to achieve or maintain a company's competitive advantage

- Create and implement a plan of action to strengthen a company's product portfolio
- Align business and product strategy to take advantage of market opportunities and latent customer needs
- Guide and prioritise product development activities

## What Others Have Said About the Course

*"I was skeptical that you could institutionalise innovation. I now see the way ahead. Thanks!"*

– Robert P.

*"This was great for our process redesign team to consider a method to innovate ways to provide services to internal and external customers."*

– Bob K.

## Attendance

You must meet two criteria to be eligible for an AIPMM Certificate for this course:

- **Satisfactory attendance** – You must attend all sessions of the course. If you miss more than two hours of the course you will not be eligible to sit the course exam
- **Successful completion of the course Exam** – You must complete the exam with a pass mark of 74%

If you do not meet this criteria, you will receive an Informa Connect Academy Certificate of Attendance. If you have not attended all of the course, the Certificate will clearly state the number of hours you attended.

# Course Information

## Who Should Attend

Innovation crosses the entire enterprise. From R&D to product retirement – Innovation drives success and moves the organisation forward.

This course is designed for a wide range of departments such as:

### Product Management Teams

Product Managers, Product Marketing Managers, Brand Managers, Marketing Managers

### Product Development Teams

Project Managers, Program Managers, Technology Managers, Business Analysts, Design Engineers, Application Developers

### Technology/Infrastructure Teams

IT/Project professionals, Enterprise-wide Information Specialists, Solution Architects

Also, well-suited for experienced cross-functional managers who want to understand proven methodologies for defining and implementing an innovation process within their organisations

## Turning 'Theory' Into 'Practice'

This highly interactive and intensive training course provides attendees with the latest practices, tools and techniques. Our format combines real-world practical case study examples, hypothetical scenarios, group exercises and tutorial-style presentations with a focus on collaborative and interactive learning.

## Certification Exam



The certification exam is designed to test general business knowledge, including topics not covered in this course. Candidates with an education in business and several years of experience generally score higher on the exam than those with minimal experience, but the course and the exam have proven to be a useful introduction for those with as little as several months of experience in the function.

You will be allocated three hours to complete the exam.

AIPMM requires approximately four weeks to grade the exam and email your score and certificate. All exam results are strictly confidential.

Should you fail the exam, you will be provided with one attempt to retake the exam at no additional charge. Please note that as the exam results are confidential, if you wish to re-sit the exam you must liaise directly with AIPMM to book the time slot for your online exam.

## Why Certify?

People become Product Managers for two key reasons:

- They want to build products that customers want and love, and
- They want influence in the organisation to make the first reason possible. The frustration that occurs is not having the influence they need.

To overcome this and move from being involved in product management to truly influencing the products launched to customers, earn professional credibility with your CIL designation.



# Course Information

## Day One: Foundations

- Introduction And Overview
- Managed Front End
  - Introduction to SILA
  - Project Identification
  - Business Case Development

## Day Two: Fundamentals

- New Product Development
  - Conceive
  - Plan
  - Develop
  - Qualify
  - Launch

## Day Three: Implementation

Test, Select and Communicate

- Prototype development
  - Concept Testing
  - Internal Messaging
- Facilitation
  - Tools
  - Activities
- Leading The Initiative For Innovation
  - Coaching
  - Adopting

## Day Four: Exam Review and Preparation

- Major Concept Summary
  - Exam Question Review
  - Online Exam
  - Please ensure laptops are loaded with a modern, up-to-date browser and operating system



# Meet Your Course Director



## Orfeuo Lionor

A freelance Startup and Corporate innovation consultant based in Amsterdam. Having worked with cofounders and teams from the corporate, scaleup and startup world, academia, government, early-stage investors, consultancies, venture builders and accelerators, he is familiar with the pitfalls of launching new ventures. Continuously travelling the world to explore the latest innovation best practices, he will share some of his favourite methodologies.

Orfeuo helped several multinationals develop new products and services, ventures and go-to-market strategies and supported several startups validate their business model and fundraise. His international experience spans United States, Malaysia, India, South Africa, USA, UAE, Lebanon, Macedonia, Russia, The Netherlands, Germany, Belgium, Spain, Italy and Uzbekistan.

With over 10 years of startup experience under his belt, Orfeuo has won several national and international hackathons around various themes such as Edutech, Fintech, SaaS, Traveltech, Foodtech, Agrytech, Social impact, amongst others.





# Course Outline

## Day One

**The innovation body of knowledge is divided into two categories:**

1. Those processes and activities associated with the Managed Front End that transforms needs and ideas into business cases for potentially viable product concepts, and;
2. The New Product Development process that uses a framework of execution stages and decision gates to transform concepts into products launched to their target market

### Managed Front End

#### Session One - Understanding Strategy, Innovation, and Competitive Advantage

- Aligning the organisation for increased innovation effectiveness
- Creating a culture that supports innovation
- Reviewing several tools for organisational change related to innovation

#### Session Two – Idea Management: From Concept Initialisation to Realisation

- Exploring the seven innovation frameworks
- Applying ideation methods and Voice of the Customer (VOC) tools
- Screening ideas for potential business case development

#### Session Three – Developing the Business Case

- Evaluating financial feasibility of the project
- Assessing marketability of the product concept
- Providing a reasoned justification for moving into the new product development process

## Day Two

### New Product Development Process

#### Session One – Knowledge Creation

- Transitioning from the managed front end into the new product development process
- Identifying the customer problem to be solved
- Developing the Voice of the Customer (VOC) data and understanding elements that create value
- Conducting preparations for gate meeting and gate decision

#### Session Two – Project Planning

- Developing the project plan for executing the product concept
- Defining the work that will drive the product design
- Conducting risk management planning
- Planning now to increase success later

#### Session Three – Innovation Development

- Applying customer insights and value-needs to design
- Conducting Alpha testing and iterating design as necessary
- Developing portfolio management plan

#### Session Four – Innovation Qualification

- Exploring the pros and cons of Beta testing
- Planning and conducting the Beta test
- Responding to Beta test results and preparing for launch

#### Session Five – Innovation Launch

- Creating and implementing the roll-out strategy
- Following the launch, sell, evaluate, take-action cycle
- Planning for next generation activities - beat the fast followers

# Course Outline

## Day Three

Develop the skills and learn the mindset of design thinking while building your team's confidence to tackle complex challenges. This approach will inspire and equip your team with a problem solving toolkit necessary for creative innovation.

### Session One – Test, Select, and Communicate

- Prototype development – Understand the key components of successful prototyping
- Concept Testing – A combination of qualitative and quantitative testing to assess the concept's suitability
- Internal Messaging – Increase the impact and resonance of any communication you create

### Session Two – Facilitation

- Tools – Training and hands-on use of innovation tools such as idea generation, brainstorming, idea selection, and many more
- Activities – Beginning with an innovation warm-up to start ideas flowing and concluding with an actionable idea list

### Session Three – Leading the Initiative for Innovation

- Coaching – Learn the difference between coaching that inspires versus inhibits creativity
- Adopting – Learn the keys to maintaining and supporting innovation long term

## Day Four

### Exam Review and Preparation

#### Exam Review

- Reviewing key terms, strategies, methodologies and deliverables
- Test-taking strategies for selecting the best answer
- Evaluating answers to practice questions



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APPLY  
NOW

Attend In-Person	Attend Live Digital
US\$ 5,945	US\$ 4,175

Pricing excludes 5% VAT, charged where applicable.

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## ABOUT INFORMA CONNECT ACADEMY

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Informa Connect Academy is a premier provider of global education and training solutions that caters to a diverse range of professionals, industries, and educational partners. We are dedicated to promoting lifelong learning and are committed to offering learners expert guidance, training, and resources to help them stay competitive in a rapidly changing world.

Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

## ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

## AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

## REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at [www.informa-mea.com/terms](http://www.informa-mea.com/terms). Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>

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## STRATEGY & INNOVATION

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## Informa Connect Academy

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