

Now Available!

INNOVATIONLABS
Where Innovation Happens

Innovation Mastery

The world's most complete online course in innovation. And most fun!

This comprehensive and compelling video course will help prepare you to become an innovation leader in your organization. Taught by globally-recognized innovation consultant, author, and renowned speaker Langdon Morris, this program covers the entire scope and all the critical topics in innovation management, including the key principles, best practices, proven methods, and essential tools to help you progress in your career and lead innovation for your own organization.

Three great options. Choose the one that's right for you.

Option 1 Innovation Management Course \$249

13 Modules
110 Chapters
25+ Hours

This comprehensive course is for those who wish to master all aspects of innovation management to advance their careers and improve the innovation performance of their organizations.

Option 2 Design Thinking Course \$179

5 Modules
50 Chapters
10+ Hours

This insightful course focuses on two of the most important innovation techniques, Design Thinking, the process of coming up with great ideas, and Business Model Innovation, the transformation of the customer experience.

Option 3 Custom Courses Discounted Group Pricing

Any Combination of Modules
Any Number of Chapters
Any Length

Custom courses are for teams and organizations that wish to emphasize or address any particular aspects of the innovation process.

Recorded video chapters are combined with live webinars and collaborative Zoom sessions to significantly advance the innovation agenda.

13 Great Modules

- 1 Innovation Management
- 2 Innovation Strategy
- 3 Innovation Portfolio Optimization
- 4 Innovation Process
- 5 Design Thinking
- 6 Innovation Culture
- 7 Innovation Infrastructure
- 8 Innovation Master Plan
- 9 Business Model Innovation
- 10 Innovation for Small Business
- 11 Advanced Management & Certification
- 12 All 30 Case Studies
- 13 Innovation Resources

In this course you will gain deep insight into the best innovation strategies, processes, and tools, the exact ones that leading organizations worldwide are using to excel in the market.

All 110+ chapters are delivered in a friendly and accessible style, with fascinating images and detailed discussions of what it all means.

These helpful explanations are paired with more than 30 detailed case studies covering companies including Apple, IBM, Coca-Cola, Netflix, Haier, Uber, and many others. They will show you *exactly* how the critical innovation practices and principles make the difference for success in the real world. 15 of them are "insider" case studies that explain what happened from the perspective of the very people who ... made it happen.

In addition, a dozen expert guest speakers provide exceptional depth and detail on critical topics.

You'll also get the detailed *Innovation Mastery Workbook*, more than 250 worksheets to help you master all this great content, and apply it immediately!



What people are saying ...

"The workshop was one of the most successful I have ever seen."
Lynan Harper, NASA

"A marked improvement in our performance after the workshop. The workshop was executed flawlessly."
Dr. Daniel Auriel, Bayer

"The integration of vision, strategy, and innovation was exceptional."
Pierre Lagrange, Novotel

"Great learning for our entire team."
Tom Brazil, ICS

"Great content, really well delivered. Thanks!"
Doug Cheek, LeapGenius

"Wow! So valuable for my career!"
Arthur Lok, Meercat Works

"A great investment for me and my company."
Alyssa Gomez

"Outstanding program. I'm recommending it."
Lisa Durant, Zebra

"The workshop provided insights that had a direct impact on our future concepts."
Vice Admiral Jame P. Wisecup, US Navy

"Your guidance has been instrumental and has allowed us to build successfully."
Marck Erickson, Covance

Advance your career. Sharpen your skills. Master Innovation! Sign up now for a great learning experience.

www.mastery.innovationlabs.com

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Innovation Mastery

The world's most complete online course in innovation.



The Innovation Mastery Library

Great Books & Workbooks on Innovation

Workbooks

The course comes with these six great workbooks; They are your valuable learning companions.



Books

These essential reference texts cover *all* the details.



InnovationLabs is an official training partner of IAOIP, the International Association of Innovation Professionals. This course will prepare you to pass the prestigious IAOIP Innovation Certification Exams to demonstrate and enhance your professional standing. The course is also ISO 56000 compliant, and will prepare you for ISO 56000 Certification.



Your Guide: Langdon Morris



Langdon Morris is known worldwide as one of the leading teachers on innovation and strategy. His many books are required reading in the board room, the executive suite, and universities worldwide, and his work has influenced a generation of innovation leaders.

All These Case Studies Are Included

Apple
Apollo 13
Auchan
Biomimicry
Blockbuster
Boeing
Coca-Cola
Coca-Cola Plant Bottle
Embrace Baby Warmer
Fridge Pack
GM
Google
Haier
Kimberly Clark
IBM
ICS
Liter of Light
Mt. Fleur Scenarios
Netflix
Nike
Nokia
Novotel
Pepsi Cola
Post-Covid Economy
Reliance
Southwest Airlines
Swarm Vision
Tata Group Innovista
Total Oil
Toyota Innovation
Toyota Prius
Toyota Scion
Uber
UNICEF
US Coast Guard

All These Topics Are Covered Too!

Innovation Audit
Innovation Culture
Innovation Governance
Innovation Infrastructure
Innovation Leadership
Innovation Management
Innovation Master Plan
Innovation Metrics
Innovation Portfolio
Innovation Process
Innovation Risk
Innovation Strategy
Innovation Types

Agile Innovation
Best Practices
Branding
Business Model Canvas
Business Model Innovation
Corporate Venturing
Crossing the Chasm
Competitive Advantage
Core & Edge Markets
Design Thinking
Disruptive Innovation
Dominant Design
Driving Forces of Change
Ecosystem Innovation
Entrepreneurism
Ethnographic Research
Human-Centered Design
Innovation Labs
ISO 56000
Lean Start Up
Open Innovation
Personas
Platform Logic
Portfolio Pivot & Optimization
Research
Scenario Planning
Small Business Innovation
Stage Gate
SWOT
Three Horizons
TRIZ
Value Ladder

And many more ...



Advance your career. Sharpen your skills. Master Innovation! Sign up now for a great learning experience.

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