



## Do you need to enable “Human Centered Innovation” where you work?

We’ve got you covered from A to Z

It’s no secret: **Innovation** has been a top CEO priority for over a decade. To tackle this priority, most organizations start with new idea campaigns and design thinking.

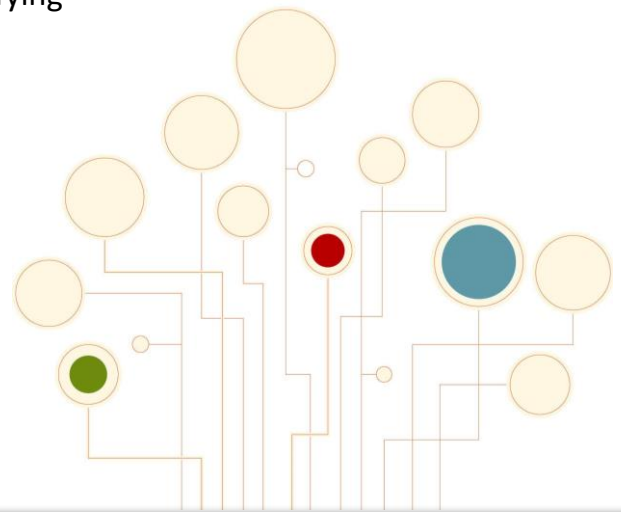
**But you know it takes much more than that.**

You know that **being innovative, thinking innovatively, and acting innovatively** has a set of competencies distinct from subject matter expertise:

- Enabling innovation means more than just producing great new products; it means getting everyone to add value by doing things new, better or different in their everyday work
- Energizing people to be innovative takes a deep level of intrinsic motivation and meaning
- Thinking innovatively is a cognitive skill that people practice in very different ways
- The process for innovation needs to be emotionally satisfying as well as mentally rigorous
- Building collaborative, innovative teamwork requires psychological safety as much as brainpower

“ I was fortunate enough to execute a departmental turnaround using the Values Centered Innovation framework. Not only did we accomplish phenomenal outcomes, the practice of disciplined collaboration and innovation carried over into every facet of our lives.

P T Navendra, Head of Data Services,  
HD Vest Financial Services



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# Be an Awesome Place to Innovate®

**You, as a leader, have an indispensable role to play when it comes to building and strengthening innovation capabilities within your organization.**

Whether you're in an early or mature stage of enabling innovation in your organization, you and your colleagues need to **consistently refresh your capability, credibility, resourcing, and knowledge** for building and strengthening innovation capabilities in a coherent manner. That's where you and VCI can work together **to make your life easier and ensure your success each step of the way.**

VCI offers the **only fully-integrated suite of innovation competency-building courses** available as *virtual/onsite* workshops or *online* self-paced and blended learning. When you need to build innovation capabilities, you can use VCI's suite of courses, to **take a leap forward in how you :**

- Meet your strategic goals for innovation
- Enhance engagement and career development at the same time
- Develop leaders to be practitioners, coaches and sponsors for innovation
- Enable people to be innovative in their daily work
- Strengthen meaning and motivation based in good character and values
- Contribute to your organization's culture for innovation

**If you're ready for us, we're ready for you!**

## Introductory offer - 20% off Professional courses

To encourage you to get to know VCI's online innovation courses, you can enroll in as many leader and individual courses as you wish for 20% off the regular price.

Sign up for a free account and use the discount code "2022INNOVATE."  
Pass along this code to your colleagues and they can also receive this discount.

Each provocative 3-4 hour online course includes:

- Professional learning videos
- A strength-based self-assessment and profile
- Practical application exercises
- Short quizzes that reinforce learning
- 12-weekly micro-learning follow-up exercises



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VCI's courses are based on original research started over 35 years ago by William C. Miller when he was Head of Innovation Management at the Stanford Research Institute. They also feature Debra R. Miller with abundant experience as a corporate executive and business coach. For decades, they have taught and applied the core course material with corporate leaders and professionals in over 20 countries.

### **Are all of your online courses available now?**

While we have a good selection of online courses available now, we're continually launching new ones (see the next pages for more details). VCI's online courses are self-paced and are available across all devices. After enrolling, each person will have 12 months of unlimited access to each course.

### **Do you also offer blended learning, virtual and onsite workshops?**

Yes. We support a variety of delivery needs: self-paced, blended learning, virtual and onsite workshops, and certification of internal trainers, facilitators and coaches.

### **How can internal trainers, facilitators and coaches get certified in your modules?**

Certifying your people to be either trainers or coaches for innovation is one of our strengths. We can use a combination of online courses, virtual/onsite workshops, and offsite coaching. Each certification program includes downloadable videos, PPT slides, workbooks, exercise materials and more.

### **Can you customize courses for our organization?**

Yes. We enjoy customizing either the online courses or virtual/onsite workshops to fit your organization's needs. We can also customize workshops that your trainers and facilitators lead.

### **Do you offer corporate discounts?**

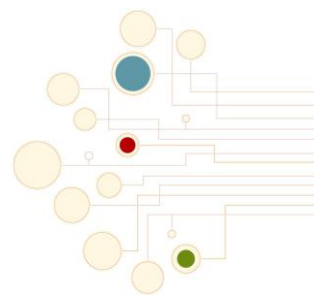
Yes, we have a quantity discount structure for our online courses. We'll also work with you to get the most out of your budget, while creating a win-win for everyone.

### **How do I access all of the courses you offer?**

We're glad you asked! We offer a fully-integrated set of modules to build innovation capabilities across your organization. Any time you want to view our full range of courses, just click on the "Public Courses" tab at the top of our eSchool.

“ VCI is a breath of fresh air: authentic, knowledgeable, responsive, supportive and patient. Far from fueling a dependency on them for consulting or delivery services, they have built an impressive suite of support resources for greater individual and business success.

Ginger Coyle, Sr. Org Dev Specialist, Fortune 500 aerospace firm



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Get to know our eSchool

# INNOVATE YOUR WAY™

**INNOVATE WITH STYLE™.** Boost your confidence to think innovatively using your most natural Innovation Styles® strengths. Integrate them into your own approaches to work projects as you transform them from ordinary to innovative.

- Generate more comprehensive and innovative solutions
- Engage others to offer a greater variety of ideas and input
- Gain wider acceptance of your ideas and proposals

**AVAILABLE NOW:** for Leaders, for Individuals, Trainer, Coach and Facilitator Certifications

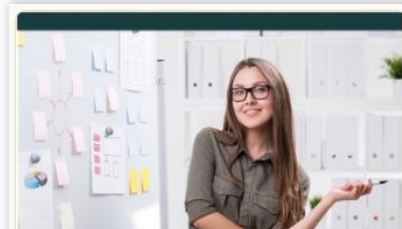
“ We use VCI’s Innovative Thinking Styles in our creative innovation program. It is an excellent tool to build balanced teams for ideation and problem solving.

Kim Saville, Dir of Innovation Processes,  
Saint Gobain Performance Plastics



**Innovate with Style™... for Leaders**

*Accelerate your impact as a role model and coach for innovative thinking*



**Innovate with Style™... Naturally**

*Advance your unique strengths for thinking innovatively*



**Be Innovative... for Leaders**

*Master an Innovation Process you can use anytime, with anyone, to produce Inr.*



**Be Innovative... Naturally**

*Expand your confidence, skills and opportunities to be innovative in your daily work*

**BE INNOVATIVE.** Master the highest priority driver of your career and work success — the capacity to be innovative in your daily work. Apply the BeThinkAct™ process to any project, large or small, simple or complex.

- Achieve innovative outcomes along with new knowledge
- Increase engagement throughout the process
- Break down the barriers that inhibit collaboration

**AVAILABLE NOW:** for Leaders, for Individuals, Trainer and Facilitator Certifications

“ We are so impressed by the content, tools and methodologies provided by VCI’s programs. We feel like we are on an Innovative Journey where we are enriching our minds and our understanding for innovation.

Catherine Zhang, Content Manager,  
Human Excellence Center



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# GROW WITH US...

as we launch more online courses in 2022-23 from our 10 modules



**TEAM UP FOR INNOVATION.** Team synergy – “having your energy together” – is essential to innovating at your best. Build teams that are as safe and trusting as they are dynamic and challenging.

- Feel confident and motivate stretch goals from start to finish
- Stimulate new levels of learning and innovative achievement
- Collaborate with team members who have diverse viewpoints

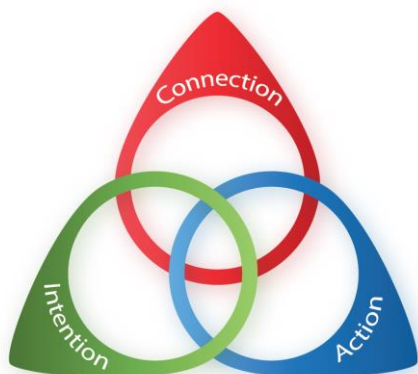
**AVAILABLE NOW:** for Teams



**CONSCIOUS HUMAN CENTERED DESIGN.** Whether you have experience with Design Thinking or not, expand and deepen your self-awareness, knowledge, and skills to generate innovative and effective solutions.

- Establish a “breathing rhythm” for the innovation process
- Be versatile with 4 Innovation Styles® to think innovatively
- Ask deeper questions that unlock empathy and motivation

**COMING IN 2022:** for Leaders and Individuals



**MEANINGFUL ENGAGEMENT.** Tap into your greatest sense of meaning and motivation as you seek innovative solutions to your work challenges. Build the qualities of good character that are foundational to success.

- Inspire a greater sense of character and meaning
- Provide the safety and motivation for energized teamwork
- Bridge differences and make wise choices

**COMING IN 2022:** for Leaders and Individuals

“ VCI provides elegant, human-centered solutions for learning and enabling innovation. Their evidence-based, online content is well designed, organized, and highly effective for new and experienced users.

Kent Wrenn, Director Talent Development, Burgess Norton



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