

# Trainer Certification Overview

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The Innovator's DNA trainer certification courses are designed to develop dynamic trainers—called Innovation Catalysts—equipped with the skills to teach innovation skills, processes, and philosophies. As Catalysts gain an increased knowledge of the principles and tools found in The Innovator's DNA and The Innovator's Method, they are enabled to influence others at their organization to improve their innovation capabilities.

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## Requirements for Innovation Catalyst Certification

### 1. Presentation & Facilitation Competency:

Our Innovation Catalyst Certification process is designed to provide Catalysts with the principles, tools, and skills needed to deliver powerful training sessions. The training experience requires powerful presentation and team facilitation skills in order to provide a successful training experience.

### 2. Passion & Knowledge of Innovation:

As ambassadors of innovation for their organization, Catalysts should have an intrinsic passion for innovation and a desire to deepen their knowledge and understanding of the field's principles and best practices.

**3. Organizational Buy-in:** Catalysts will maximize their impact when they have commitment from their organization. Catalysts should come with full support and sponsorship to take the training more broadly across their organization. The training will cover best practices for building a culture and capability of innovation to assist the Trainer once they return to their organization.

**4. Technical Understanding:** The Trainer Certification includes a license to all of our tools, including an e-presentation platform, virtual course, videos, and innovation management software. Catalysts should come with the expectation that they will learn and become proficient in new tools.

## The Innovator's DNA Certification Process

### 1. Novice Certification

- Attend the full course as a traditional participant
- Complete the Trainer Certification session
- Demonstrate proficiency with the core content, base-level facilitation and presentation skills, and understanding of the training tools

### 2. Full Certification

- Teach three courses within the first twelve months
- Submit course reviews from each initial session for review with your Master Trainer

### 3. Continuous Personal Development

- Teach training courses as frequently as possible
- Stay involved with the Innovator's DNA community and its resources—continue to learn and add to your teaching repertoire

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## Frequently Asked Questions

### Q. What does the certification course include?

The Trainer Certification course provides additional detail and understanding behind the principles and tools taught in the course and includes the following:

- **Course Content Review.** The primary focus of the certification will to ensure that Catalysts have a strong foundational understanding of the core concepts and principles taught in our courses. This will include a Trainer Assessment, in-depth review, and application of the concepts taught in the original workshop.
- **Facilitation & Application.** Facilitation best practices and expert use of our teaching tools and methods will be covered, accompanied by a personal development plan for each Catalyst to follow as a part of their provisional certification.
- **Teachback Practice.** Each participant will have the opportunity to select a portion of the course content to prepare and teach back to their peers and the Master Trainer.
- **Tools & Resources.** Catalysts will receive a number of exclusive tools and resources designed to ensure their success as facilitators and trainers, including the Catalyst e-Presentation Platform and Catalyst Zone, and will go through training on how to use each tool.

### Q. What materials do trainers receive?

- License to Innovation Catalyst e-Presentation Platform
- Course Presentations
- Trainer Guide
- Access to Catalyst Tools, including a license to Catalyst Zone, canvases, and other tools depending on the course

### Q. What do I need to bring to the certification course?

Please come prepared with a functioning laptop that you have administrative rights to, note taking tools, and Internet browser access (our preference is Google Chrome, but most traditional browsers should be adequate).

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### **Q. Who can be certified to teach the Innovator's DNA and Innovator's Method?**

In order to be certified as an Innovation Catalyst, you must intend to use the certification to teach employees, participants, or students at your sponsoring organization. We do not currently certify third party consultants looking to teach the content to their clientele. Third party consultants are welcome to participate in our workshops for their own personal development. To clarify your eligibility to be certified, please contact us at [certification@innovatorsdna.com](mailto:certification@innovatorsdna.com).

### **Q. Do I have to be certified to start training?**

Yes, you must be at least provisionally certified or fully certified to teach the Innovator's DNA or Innovator's Method content. To teach without certification violates the terms of participation in our workshops and can be prosecuted.

### **Q. What support will be available after the certification course?**

Our goal is to ensure your success with the training material and experience after you return back to your organization. We define success as the ability to change behavior at the individual level, and transform culture at the organizational level. In order to support you through this process, we provide you with a number of benefits exclusive to our Innovation Catalyst community that include the following:

- Innovation Catalyst Newsletter
- Exclusive events including webinars, Master Class training sessions, guest lecture sessions and other opportunities facilitated by iDNA's founding members, executives, or other Master Trainers
- A dedicated Customer Success Manager to answer your questions, assist you with the tools and to prepare for training events, and ensure your overall success
- Access to proprietary tools, including but not limited to the e-Presentation Platform, Catalyst Zone, Innovator's Showcase, Innovator's Academy, Innovator's Accelerator, and Innovator's Lab.

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## Technical System Requirements for iDNA Tools

Your Trainer Certification to become an Innovation Catalyst comes with a variety of exclusive tools, including our Innovation Catalyst e-Presentation Platform, Catalyst Zone, and more. These resources will be provided on the first day of certification. In order to access these tools you will need to contact your IT department to verify you have administrator permissions on your laptop. You should also make sure to bring a relatively new device. The recommended system requirements for our desktop and web

### *For Windows*

- Compatible USB port
- Video card with 64 MB of memory
- 2 GB RAM
- Operating System: Microsoft® Windows® 7, Windows® 8.1, Windows® 10
- 4 GB hard drive space (each additional presentation also requires 4 GB)
- 2.33GHz Intel® Pentium® 4, AMD Athlon® 64 2800+, or faster processor (Intel® Core 2 Duo 2.13 GHz or faster for 64-bit)
- 1024 x 768 screen resolution, 32-bit color display

### *For Mac*

- Compatible USB port
- 4 GB hard drive space (each additional presentation also requires 4 GB)
- 4 GB of RAM
- Operating System: Mac OS X v10.10, v10.11, v10.12
- Intel Core™ Duo or faster processor

## About the Innovator's DNA

The Innovator's DNA was established to help individuals and organizations realize their full creative capacity and innovation potential through rigorous academic research and practical innovation skills, processes, and philosophies. Innovator's DNA has worked with thousands of innovators around the globe and hundreds of companies to develop a culture and capability of innovation.