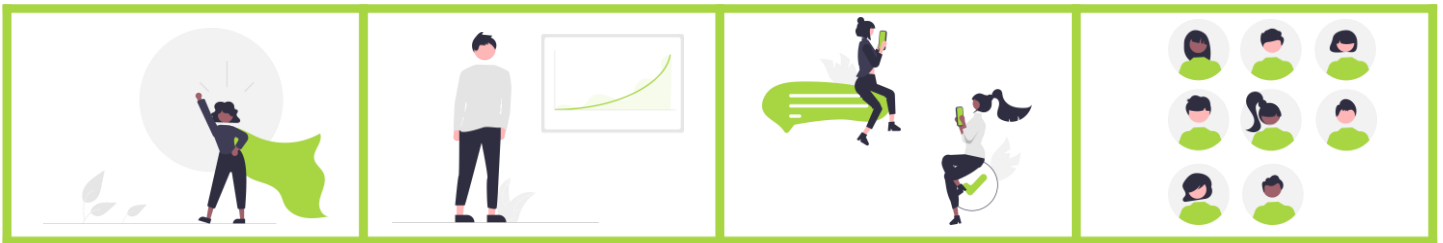


# Become a Master Innovator!

## FACILITATE THE PURSUIT OF NOVEL OPPORTUNITIES

# DO IT RIGHT & GET IT DONE!



Lead your organization

Add value

Impress clients

Engage talent



Take the lead in digital business transformation

Walk the talk when it comes to ESG performance

Proactively address client needs and wants

### Objectives

The primary objective of the O4I Master Innovator program is to turn innovators, project & program managers, and other change makers into Master Innovators who can guide innovation teams to **concrete results within 6 months**.

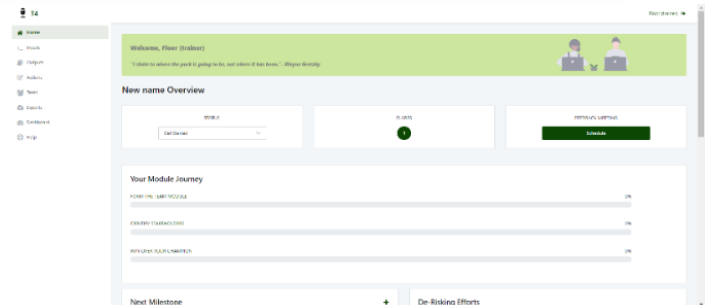
In the program, you will learn how to set up teams for success, by putting the customer at the center and setting doable goals.

In addition, you will learn how to make innovation projects happen, without getting derailed by competing priorities, difficult stakeholders, and conflicting opinions, even when the project team has minimum resources and works on the project part-time only.



We will show you how structure helps to avoid confusion about what to focus on & when, how to set up experiments to address conflicting or absent information, and how weekly micro commitments will help teams to maintain momentum and get things done in no-time.

The secondary objective of the O4I Master Innovator program is to strengthen the innovation culture and increase the speed of innovation in your organization, so more gets done in less time.



Results within 6 months, 5x higher chance of success, 3x faster



## O4I Master Innovator program

The O4I Master Innovator program is divided in 3 blocks.

### Block 1: Support

During Block 1, you will guide two teams in your organization through the T4 program under the 1:1 supervision of an O4I Master Innovator Coach.

Block 1 consists of:

- 6 months of 1:1 guidance and feedback sessions, while you guide your first team on their innovation journey, so you can learn the skills you need to become a Master Innovator
- 4 months of 1:1 guidance and feedback sessions, while you guide a second team on their innovation journey, so you can apply the skills you learned
- Virtual interactive group sessions
- Email support during business hours to field questions that come up
- Group coaching sessions to build a network of peers

### Block 2: Stand by

During Block 2, you will run your own teams, but have weekly one-hour coaching sessions, so you will never feel in doubt and have always someone there who stands by you.

Block 2 consist of:

- Weekly 1 hour coaching sessions to become an effective Master Innovator
- Virtual interactive group sessions
- Email support during business hours to field questions that come up

- Group coaching sessions to build a network of peers

Block 2 can start while Block 1 is still ongoing. The duration of the weekly coaching sessions can be adjusted in case there is a high volume of teams.

### Block 3: Backup

During Block 3, you are basically running your own teams. However, we still have your back with monthly one-hour coaching sessions, so there is always someone there to ask for advice.

Block three consists of:

- Monthly 1 hour coaching sessions to become a super effective Master Innovator
- Email support during business hours to field questions that come up
- Group coaching sessions to build a network of peers

### Virtual interactive group sessions

The table below shows the tentative agenda with the topics that are taught during the interactive group sessions. These sessions address the Organizing4Innovation approach, basic skills, and best practices.

Theme	Group session topics
<b>Introduction</b>	The science behind the T4 program
	The back-end of the T4 platform
	How to facilitate and guide innovation teams
	START: Setting teams up for success
<b>The basics</b>	VALIDATE 1: Customer interviews
	VALIDATE 2: The financials of the business case
	TRANSFORM 1: Experiments
	TRANSFORM 2: Stakeholders
<b>Beware</b>	Team participation
	Senior management involvement
	Willingness to learn
	Data, data, and more data
<b>Beyond T4</b>	SCALE: Show versus tell
<b>Best practices</b>	Tips and tricks
	More tips and tricks
	Program metrics: Making change visible

It is the task of the participant to familiarize themselves with the content in the Start, Validate, Transform, and Scale tiers on the T4 platform.

The 1:1 guidance of Block 1 starts after the participant has attended and successfully completed the first 4 group sessions and when they have a team ready to start.

## Roles and responsibilities

For the duration of the O4I Master Innovator program, Organizing4Innovation will:

- Provide the support and assistance as defined in this program description
- Provide participants with trainer access to the T4 platform
- Provide monthly feedback about the progress of the participant and the teams under their supervision

The client will:

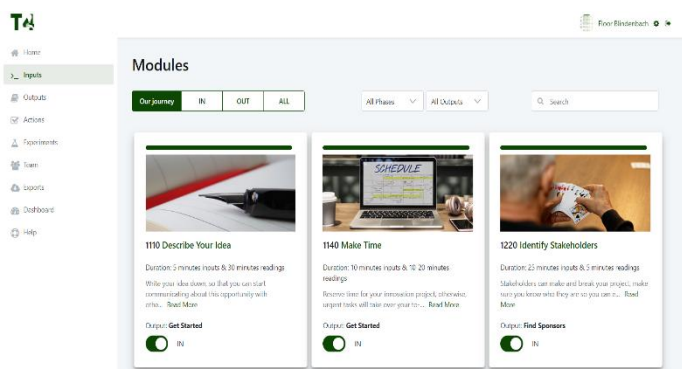
- Commit to a minimum of 2 participating teams in the T4 program for each participant within the first 6 months duration of the Master Innovator program
- Optional: Provide the trainer with a Zoom or HubSpot account – and O4I with the API key to facilitate calendar integrations

# Learn faster, succeed sooner!

## Conditions

The O4I Master Innovator Program fee for the Block 1 includes train-the-trainer support for 6 months and access to the T4 program for 2 teams.

The program fees for the second and third Blocks include the Basic licensing fee for the T4 program.



To remain a certified O4I Master Innovator, the trainer must guide at a minimum 10 teams over a period of 3 years.

There will be maximum 10 participants in each Master Innovator program. A 10% discount will be offered when multiple participants from the same organization sign up for the same cohort.

## Advantages of the T4 program

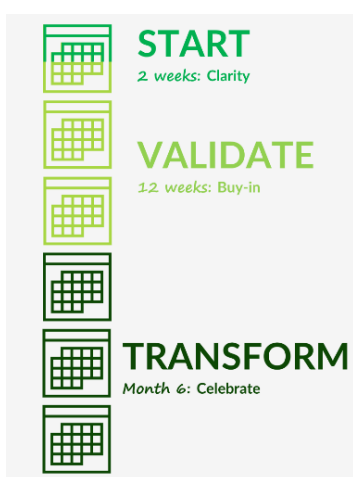
There is no must to use the T4 platform, but it is highly recommended. Among others, because teams using the T4 program have a:

- **Higher chance of success** - Enabling teams to learn faster and succeed sooner (*5x higher success rate than the industry average*)
- **Larger value add** – Driving revenues and profits by keeping the information in each business case factual and by supporting data-driven decision making

- **Lower development costs** – Encouraging teams to keep things real and concrete by starting small and scaling what works
- **Faster results** - Weekly feedback & progress reporting significantly speed up the progress of teams in the T4 program (*Concrete results within 6 months*)

By using the T4 platform, you will be able to achieve similar results, because the platform tracks the learning progress of each innovation team. Among others, it makes it possible to benchmark the learning journey of your team(s) against that of other organizations.

If you are planning on supporting many teams, you may be pleased to know that the platform will enable you to oversee more teams in less time. *Keeping a team moving at full speed takes an experienced Master Innovator about 1 hour/week per team.*



## THE T4 PROGRAM

Innovation teams that start in the T4 program deliver:

- After the first 2 weeks  
A project description that brings clarity on what the project entails
- Within 14 weeks  
The business case that explains why it is time to take action now, what the team will deliver, and how
- Within 6 months  
The first results

### About organizing4Innovation

Acting upon innovative ideas is one of the greatest forces for personal development and change in organizations.

We believe that every team has limitless potential when they align their innovation project's goals with what their clients/users want and their organization's mission.

By offering a tailored, team & project-based learning process, we make sure each team focuses on the right things at the right time and realizes the outcomes they desire in a timely matter. By bringing data, experiments, and examples into the innovation journey of each team, we spark breakthroughs, insights, and inspiration.

We understand pursuing novel opportunities and leading change can bring up a mixed bag of emotions, fears, judgments, and concerns. We embrace the good, the bad, and the ugly. We don't try to sweep things under the rug or pretend they don't exist.

We practice what we preach and work hard to make sure all innovation teams and innovation functions are set up for success. Our current track record of teams getting to concrete results within 6 months, having a 5x higher chance of success, and moving 3x faster than the industry average is just the beginning!

We're not content to simply do business as usual, we embody our beliefs and lead the way to a new paradigm of enabling talent to pursue novel opportunities, add value to their work, and impress clients. Our approach is built on the 20+years of research and practical experience of our founder, [Dr. Floor Blindenbach](#), who has studied and coached

## DO IT RIGHT & GET IT DONE!

hundreds of innovation teams and organizations. Learn faster, succeed sooner.

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