



Consulting and Training | Reach New Heights

Course Name

Certified Innovation Associate (CInA®)

Sector Name

Internationally Certified Training Programs

Sector Name

Management And Leadership

Document Type

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Certified Innovation Associate (CInA®)

Course Introduction

The Certified Innovation Associate (CInA®), provided by the Global Innovation Institute (GInI®), is a powerful first step for students and early-career professionals who want to stand out as innovators in the business world.

This certification affirms a solid understanding of the core principles of innovation, from creative thinking and design methods to business planning, venture development, and market-driven solutions.

Through this training program, participants not only prepare for the CInA® exam but also gain the confidence and skills to enter the workforce as contributors who can bring fresh ideas, challenge existing practices, and help organizations deliver meaningful value to their markets.

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Target Audience

- ✓ University students nearing graduation.
- ✓ Early-career professionals preparing to enter the workforce.
- ✓ Aspiring innovators seeking foundational knowledge.
- ✓ Participants preparing for the CInA® exam.

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Learning Objectives

- ✓ Understand the fundamentals of innovation and its role in driving business growth.
- ✓ Apply creative thinking tools and methods to generate new ideas.
- ✓ Conduct research to uncover fresh insights and opportunities.
- ✓ Apply design thinking and problem-reframing techniques.
- ✓ Manage the process of moving ideas from concept to execution.
- ✓ Develop business plans and effectively pitch innovation concepts.
- ✓ Explore models for launching and scaling new ventures.
- ✓ Recognize funding mechanisms that support innovation growth.
- ✓ Strengthen market connections by delivering customer-driven value.

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Course Outline

✓ Day 01

Foundations of Business Innovation

- ✓ Understanding the meaning and role of innovation.
- ✓ Characteristics of effective innovators.
- ✓ Innovation as a driver of business competitiveness.
- ✓ Thinking differently about value and customer experiences.
- ✓ Research as the foundation of new insights.
- ✓ Exploring the CInA body of knowledge
- ✓ Brainstorming and the GInI Breakthrough Innovation Method.
- ✓ From ideas to concepts: the innovation journey.
- ✓ Risk considerations in moving from concept to reality.
- ✓ CInA exam overview and structure.

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Course Outline

✓ Day 02

New Perspectives and Creative Problem Solving

- ✓ Rethinking challenges through new perspectives.
- ✓ Decomposing problems into hypotheses.
- ✓ Testing and validating assumptions.
- ✓ Challenging orthodoxies and traditional approaches.
- ✓ Tools for exploring alternative solutions.
- ✓ Introduction to Design Thinking methodology.
- ✓ Applying structured creativity techniques.

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Course Outline

✓ Day 03

Building Market-Driven Innovation

- ✓ Understanding markets as drivers of innovation.
- ✓ Tools for identifying unmet customer needs.
- ✓ Designing solutions that reconnect businesses to markets.
- ✓ Strengthening engagement through customer-focused value.
- ✓ From empathy to impact: translating needs into revenue.
- ✓ Measuring the market impact of innovation.
- ✓ Global examples of market-driven innovation.
- ✓ Developing innovation projects that create strong customer ties.
- ✓ Preparing for exam questions on market-led innovation.

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Course Outline

✓ Day 04

From Ideas to Ventures

- ✓ Managing the execution of innovation projects.
- ✓ Business planning for innovative ideas.
- ✓ Pitching innovation concepts to stakeholders.
- ✓ Exploring venture creation opportunities.
- ✓ Launching new solutions into markets.
- ✓ Scaling innovation for long-term impact.
- ✓ Funding mechanisms for startups and ventures.
- ✓ Advocating for innovation with investors.

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Course Outline

✓ Day 05

Future-Focused Innovation and Exam Readiness

- ✓ Developing an appetite for discovering what's next.
- ✓ Next-generation customer value propositions.
- ✓ Staying attuned to shifting market signals.
- ✓ Creating demand-driven innovations.
- ✓ Building resilience through future-oriented thinking.
- ✓ Aligning innovation with long-term career development.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 15, 2026	Nov. 19, 2026	5 days	4250.00 \$	KSA , Riyadh
Jan. 25, 2027	Jan. 29, 2027	5 days	4250.00 \$	UAE , Dubai
May 10, 2027	May 14, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
Oct. 4, 2027	Oct. 8, 2027	5 days	4950.00 \$	England , London

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