



Consulting and Training | Reach New Heights

Course Name

Certified Innovation Strategist (CInS®)

Sector Name

Internationally Certified Training Programs

Sector Name

Management And Leadership

Document Type

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Certified Innovation Strategist (CInS®)

Course Introduction

The Certified Innovation Strategist (CInS®) credential, granted by the Global Innovation Institute (GInI®), validates professionals who can translate innovation into long-term growth, resilience, and market leadership.

This program prepares participants to design balanced innovation portfolios, uncover emerging opportunities, and align innovation initiatives with the organization's strategic "true north".

By completing this course, candidates gain the knowledge and confidence to succeed in the CInS® exam while becoming trusted advisors in shaping the innovation agenda of their organizations.

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Certified Innovation Strategist (CInS®)

Target Audience

- ✓ Senior managers, strategists, and innovation leaders.
- ✓ Professionals responsible for innovation governance.
- ✓ Consultants and advisors guiding corporate or government innovation.
- ✓ Candidates preparing for the CInS® exam.

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Learning Objectives

- ✓ Understand innovation as a strategic tool for organizational advancement.
- ✓ Design innovation portfolios that balance short-, medium-, and long-term needs.
- ✓ Advocate for customer-driven innovation strategies.
- ✓ Translate empathy insights into revenue-generating opportunities.
- ✓ Apply tools to identify emerging market needs and opportunities.
- ✓ Prioritize innovation initiatives based on impact and feasibility.
- ✓ Explore external and internal models for market engagement.
- ✓ Evaluate organizational innovation against its long-term strategic goals.
- ✓ Position themselves as recognized strategic innovation leaders.

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Course Outline

✓ Day 01

Innovation as a Strategic Pathway

- ✓ Understanding innovation's role in resilience and growth.
- ✓ Dealing with innovation as a tool for strategic positioning.
- ✓ Linking innovation to organizational long-term survival.
- ✓ Building alignment between strategy and innovation.
- ✓ Designing innovation roadmaps for future relevance.
- ✓ Managing trade-offs in innovation investment.
- ✓ Balancing immediate gains vs. long-term outcomes.
- ✓ Constructing a diversified innovation portfolio.
- ✓ Tools for portfolio selection and prioritization.

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Course Outline

✓ Day 02

Market-Centered Strategy

- ✓ Anchoring innovation in customer values.
- ✓ Moving from empathy to actionable business opportunities.
- ✓ Framing innovation challenges around real market gaps.
- ✓ Internal vs. external sources of innovation advantage.
- ✓ Tools for uncovering unmet needs and pain points.
- ✓ Prioritizing opportunities based on impact potential.
- ✓ Identifying future scenarios that drive innovation focus.
- ✓ Exploring new engagement models for customers.

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Course Outline

✓ Day 03

Guiding Toward the Organization's "True North"

- ✓ Defining an organization's innovation "true north."
- ✓ Measuring impact of innovation on business and markets.
- ✓ Reviewing performance against strategic objectives.
- ✓ Ensuring innovation reinforces brand relevance.
- ✓ Tools for evaluating alignment with mission and vision.
- ✓ Governance approaches for innovation accountability.
- ✓ Building credibility as a strategic innovation leader.
- ✓ Integrating lessons into the CInS exam framework.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
Nov. 8, 2026	Nov. 10, 2026	3 days	3250.00 \$	KSA , Riyadh
Jan. 25, 2027	Jan. 27, 2027	3 days	3250.00 \$	UAE , Dubai
July 5, 2027	July 7, 2027	3 days	3250.00 \$	UAE , Abu Dhabi
Sept. 27, 2027	Sept. 29, 2027	3 days	3950.00 \$	England , London

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