

Innovation Process Certification

Up to 10 of your people, from any department, learn one shared way to turn ideas into tested plans.

50% off: book by 30 November 2026

In person or virtual

Up to 10 people

ISO 56000 aligned



Human-Centered Innovation Management (HCIM)

HCIM is Unbounded Thinking's framework for managing innovation, with people at the core. Most innovation methods focus on generating ideas. HCIM focuses on how ideas get carried out, so that suggestions from the people closest to the work turn into measurable results. It has four pillars: Assess, Strategize, Train and Execute.

This certification covers **Execute**: four problem-solving stages that take a real idea to a tested plan.



Qualify

Is it worth the effort? Set the measure of success and check readiness.

Business case analysis, cost-benefit analysis, readiness assessment



Clarify

Find the underlying problem behind the symptom.

Critical thinking, systems thinking, root cause analysis (5 Whys)



Ideate

Generate a wide range of possible solutions.

The UNBOUNDED Method, design thinking, behavioural economics



Explore

Test, refine and plan for adoption.

Our method for leading change, Agile and Six Sigma, strategic foresight

What your people can do afterwards

- Lead the four stages on any problem with confidence, with or without a facilitator.
- Map how a problem connects to people, processes and decisions, and find the roadblocks.
- Weigh each idea on the time, money or impact it will bring, before any budget goes in.
- Manage the pipeline of ideas and measure their value.
- Build psychological safety for innovation.

What each participant receives

- A tested plan for a real idea from their own work
- A snapshot report of their own assessment results
- An Unbounded Thinking Profile: how they think, with the group's strengths and blind spots
- Certificate kit: physical certificate, secure digital credential, LinkedIn badge and sticker
- Permanent access to the KWOKKA by UBT™ Learning Center and Community

What your organization receives

- Innovation Readiness Assessment
- Thinking Profiles group results
- A follow-up hour 30 days later

Your facilitators



Shannon Phillips

Co-founder
LinkedIn profile



Tristan Ham

Co-founder
LinkedIn profile

Delivered in Canada and the Middle East, at conferences and for organizations.



Book by **Monday 30 November 2026**

shannon@unboundedthinking.com · unboundedthinking.com

Limited-time Q4 offer

50% off our medium business pricing, for Alberta organizations of every size that book by Monday 30 November 2026.

Book by 30 November 2026

Train any time to 31 March 2027

Up to 10 people

In person or virtual



TWO DAYS, UP TO 10 PEOPLE

REGULAR PRICE

Q4 OFFER

Medium business pricing, open to every size

CAD \$13,500

CAD \$6,750

All prices are in Canadian dollars and exclude applicable taxes (GST/HST). Mixed departments welcome. Two facilitators lead the training, in person or virtually; for in-person training, your organization provides the room. The full company Innovation Readiness Assessment is available separately, from CAD \$13,000.

Small business

The Q4 offer is open to you too. Small business pricing is also available: contact us and we will send it to you.

More than 10 people

For larger groups, or several groups across your organization, we set custom pricing.

Outside Alberta

Organizations anywhere can take the course too. Contact us for pricing.

How booking works

Book by 30 November 2026

Email shannon@unboundedthinking.com for the booking form, or to talk first.

We confirm your dates

We call you to confirm dates and details. Dates are assigned in the order bookings arrive.

Train by 31 March 2027

Two days, in person or virtual, then a one-hour follow-up session 30 days later.

Q4 offer: terms

- The Q4 offer is 50% off our medium business pricing, for up to 10 people, and is open to Alberta organizations of every size.
- Book by Monday 30 November 2026 with a signed booking form.
- Training can start as soon as you book and must be completed by Wednesday 31 March 2027. Dates are assigned in the order bookings arrive.
- Every booking includes a one-hour follow-up session 30 days after the training.
- Bookings received after 30 November 2026 are at the regular price in effect.

Who it is for

- **Innovation leads and teams** who run the idea pipeline and want a repeatable way to choose what goes into it
- **C-suite and senior leaders** who set direction, fund the bets and want to see the return before budget goes in
- **Continuous improvement** people who want a clear way to weigh new ideas on time, money and impact before work starts
- **Decision makers and problem solvers** in any department who are expected to turn ideas into results

If you would rather talk first, email shannon@unboundedthinking.com to set up a 20-minute conversation. Minimum six participants; customizations on request.



Book by **Monday 30 November 2026**

shannon@unboundedthinking.com · unboundedthinking.com

Your two days and the measurement plan

We measure three times: at the start of the first day, at the end of the second day, and 30 days after.

Your two days

Day 1: Innovation and readiness

- Introduction to the HCIM system
- Innovation Readiness Assessment: a baseline across people, process, projects and performance
- Unbounded Thinking Profiles: each participant's results, with the group's strengths and blind spots
- Systems mapping: how a problem connects to people, processes and decisions, and what stalls good ideas
- Qualify and Clarify: strategic fit and the underlying problem
- Ideate: generating a wide range of solutions

Day 2: Testing and execution

- Explore: testing, refining and planning for adoption
- Leading innovation daily: managing the pipeline and measuring value with metrics tied to your business goals
- Summary and next steps after certification

For leaders: a return on ideas you can see

Your people show what an idea is worth, then deliver it: a system for ROI on ideas, not just more ideas.

A business case for every idea

Each idea is weighed on the time, money or impact it will bring before any budget goes in.

Results you can measure

Value is tracked with metrics tied to your business goals, so you can report the return.

Follow-through, not just ideas

Each person leaves with a tested plan, and 30 days later we check together what has moved.

What we measure, and when

When	What we measure	How	What you receive
Start of the first day	Innovation readiness across people, process, projects and performance	Innovation Readiness Assessment, completed by each participant	The group's baseline results
First day	How each participant thinks: their strengths and blind spots, and the group's	Unbounded Thinking Profile assessment, completed by each participant	Each participant's profile and the group's combined results
First day	The value each idea must deliver: time, money or impact	In the Qualify stage, each participant sets the measure of success for their own idea	Each idea's measure, recorded in the participant's plan
End of the second day	Learning: whether each participant can run the four stages	Each participant takes a real idea through Qualify, Clarify, Ideate and Explore and leaves with a tested plan	The certificate kit for each participant who completes the two days
30 days after the training	Behaviour and results: which ideas moved forward, progress against each idea's measure, and whether the group uses the four stages on new problems	A one-hour follow-up session with the group	A written summary of the session

The measures follow the levels many training teams use to evaluate a program: learning, behaviour and results.

What we ask of your organization

- A contact person who receives the results and arranges the follow-up session.
- A real idea or problem from each participant's own work, brought to the first day.
- The group's time for the one-hour follow-up session 30 days after the training.
- Optional: any measures your organization already tracks, such as ideas submitted or time from idea to decision. Tell us when you book and we add them to the follow-up session.

