



# **INNOVATION EXPERT**

## **THE SPROUT CERTIFICATE**



Innovation Expert is the complete training in The Sprout methodology, designed to foster the professionals' strategic and creative capabilities. It aims to provide the participants with the necessary principles, tools and methods to take action in all the stages of a radical innovation process: observation and analysis of trends, construction of prospective scenarios (FuturePrism<sup>®</sup>), development of 360° marketing strategies (Value Sphere<sup>®</sup>) and projection of an action plan (Seeding Innovation System<sup>®</sup>).

**Those who have satisfactorily passed the three modules of this training will be issued the 'Innovation Expert - The Sprout Method' certificate.**

# INNOVATION EXPERT, THE SPROUT CERTIFICATE

The training includes 18 hrs of online learning and consists of three consecutive modules, in courses format, with theoretical instances and online exercises, which encourage live interaction among the participants and collective learning.

The training is ideal for professionals in the areas of investigation, marketing, design and management, as well as for any person interested in learning and exercising a whole process of radical innovation.

## MODULE I HOW TO BECOME A TREND ANALYST

COURSE 6 HRS.



SOCIAL  
TRENDS

INVESTIGATION

## MODULE II HOW TO BUILD FUTURE SCENARIOS AND INNOVATIVE BRANDS

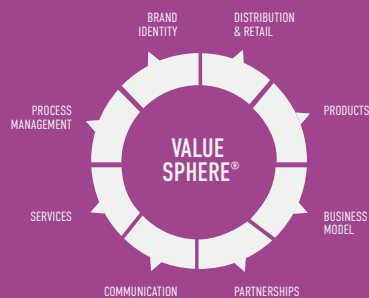
COURSE 6 HRS.



INTERPRETATION

## MODULE III HOW TO DESIGN 360° INNOVATIVE STRATEGIES

COURSE 6 HRS.



DESIGN

PROJECTION

\* Each module can also be taken independently.

## MODULE I

# HOW TO BECOME A TREND ANALYST

In this course you will learn The Sprout method of trend research, which will allow you to identify, analyze and anticipate social behaviors, values, demands and consumption habits. The method will help you create innovative strategies, applicable today.

Duration: 6 hrs. [3 classes of 2 hrs. each one].

Format: online [live sessions].

## LEARNING OUTCOMES

Study of social trends based on behaviors, desires and emerging values.

Observation and critical analysis of qualitative and quantitative information.

Extraction of consumer insights based on new consumer demands and habits.

Development of the ability to predict the future by identifying change factors that will impact society and the market.

Definition of concepts and design criteria to develop products, services and experiences.

Design and execution of research on social trends and consumer insights.



## MODULE II

# HOW TO BUILD FUTURE SCENARIOS AND INNOVATIVE BRANDS

In this course, you will learn to build future scenarios, with the Future Prism® tool. Future scenarios will help you identify new business opportunities, define powerful brand visions and devise innovative market solutions.

Duration: 6 hrs. [3 classes of 2 hrs. each one].

Format: online [live sessions].

### LEARNING OUTCOMES

Construction of future scenarios with the Future Prism® tool.

Management and processing of information on social, technological and economic trends.

Elaboration of design criteria to define the innovation horizons.

Strengthening of strategic thinking and disruptive speculation capabilities.

Identify business opportunities based on future scenarios.

Definition of brand visions, creative concepts and meanings of the value offer.



## MODULE III

# HOW TO DESIGN 360° INNOVATIVE STRATEGIES

In this course, you will learn to design market-specific solutions, under a 360° innovation system, with the Value Sphere® tool. In addition, we will teach you how to project an innovation plan through our Seeding Innovation System®, to turn the new offer into reality.

Duration: 6 hrs. [3 classes of 2 hrs. each one].  
Format: online [live sessions].

### LEARNING OUTCOMES

Design of 360° market strategies: products, services, communication, distribution / retail, brand identity, process management, partnerships and business model.

Management of innovation processes that integrate the areas of research, design, production and marketing of a company.

Strengthen capabilities for creative resolution and transversal ideation with Value Sphere® tool.

Projection of an innovation plan to implement the new market strategy in the long term.

Development of the strategic planning and systemic vision capabilities with the Seeding Innovation System® tool.



## THE SPROUT ACADEMY

The Sprout is a qualitative, holistic and multidisciplinary methodology to guide radical innovation processes. It is the result of Maurizio River Serena and Laureano Mon's work in academic and business fields. The Sprout philosophy enhances people's strategic, critical and creative thinking. By applying the methodology, professionals and entrepreneurs can read relevant market changes, identify opportunities and design 360° solutions.

The Sprout Academy is the educational division that offers training courses to people interested in becoming experts in innovation through the principles, tools and techniques of The Sprout method.

## OUR CLIENTS



LVMH



WPP



VANS

jazmin chebar



## TRAINERS

### **MAURIZIO RIVER SERENA**

**The Sprout Studio co-founder  
Innovation Director**

Graduated in European Business with Technology at University of Brighton (UK), Master in Strategic Design at the Politecnico di Milano. He worked as a brand consultant in Hong Kong and Singapore for Addison Design. He was a brand strategist at Pirelli RE in Milan. He was director of the Master in Fashion Marketing, Design and Brand Strategies at Insec MBA Paris. He worked as a senior brand strategist for Klingmann Architects & Brand Consultants in New York, fusing branding, architecture and experience design. He collaborates with Labscape Architecture in New York and Brussels on the branding and innovation of services and experiences in retail. He lectures on innovation and Design Management at Paris College of Art, Creative Industry School of UNISINOS (BR), CREA Genève and ISM Berlin.

### **LAUREANO MON**

**The Sprout Studio co-founder  
Research and Insights Director**

He has a degree in Political Science from the University of Buenos Aires (Arg.), with postgraduate studies in Management and Politics in Culture and Communication (FLACSO, Arg.) as well as a Master in Political Economy (FLACSO, Arg., and Sciences Po, Fr.). He's an expert in social and consumer trends analysis. He's a researcher for the Observatory of Trends of INTI (Industrial Technology National Institute) in Argentina. He's a professor of Social Trends and Cultural Studies specializing in Strategic Design at the UNISINOS Design School (Br.). He has worked for companies and agencies (Coca Cola, Unilever, Televisa, Melissa, among others) forming their work teams as well as formulating innovation strategies in the fields of design, production and communication.



## PRICING

MODULES I, II & III

### **INNOVATION EXPERT, THE SPROUT CERTIFICATE**

3 ONLINE COURSES. 18 TOTAL HRS

**U\$S 680**

#### *Individual courses:*

MODULE I

### **HOW TO BECOME A TREND ANALYST**

ONLINE COURSE 6 HRS

**U\$S 240**

MODULE II

### **HOW TO BUILD FUTURE SCENARIOS AND INNOVATIVE BRANDS**

ONLINE COURSE 6 HRS

**U\$S 240**

MODULE III

### **HOW TO DESIGN 360° INNOVATIVE STRATEGIES**

ONLINE COURSE 6 HRS

**U\$S 240**



## **CONTACT**

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