

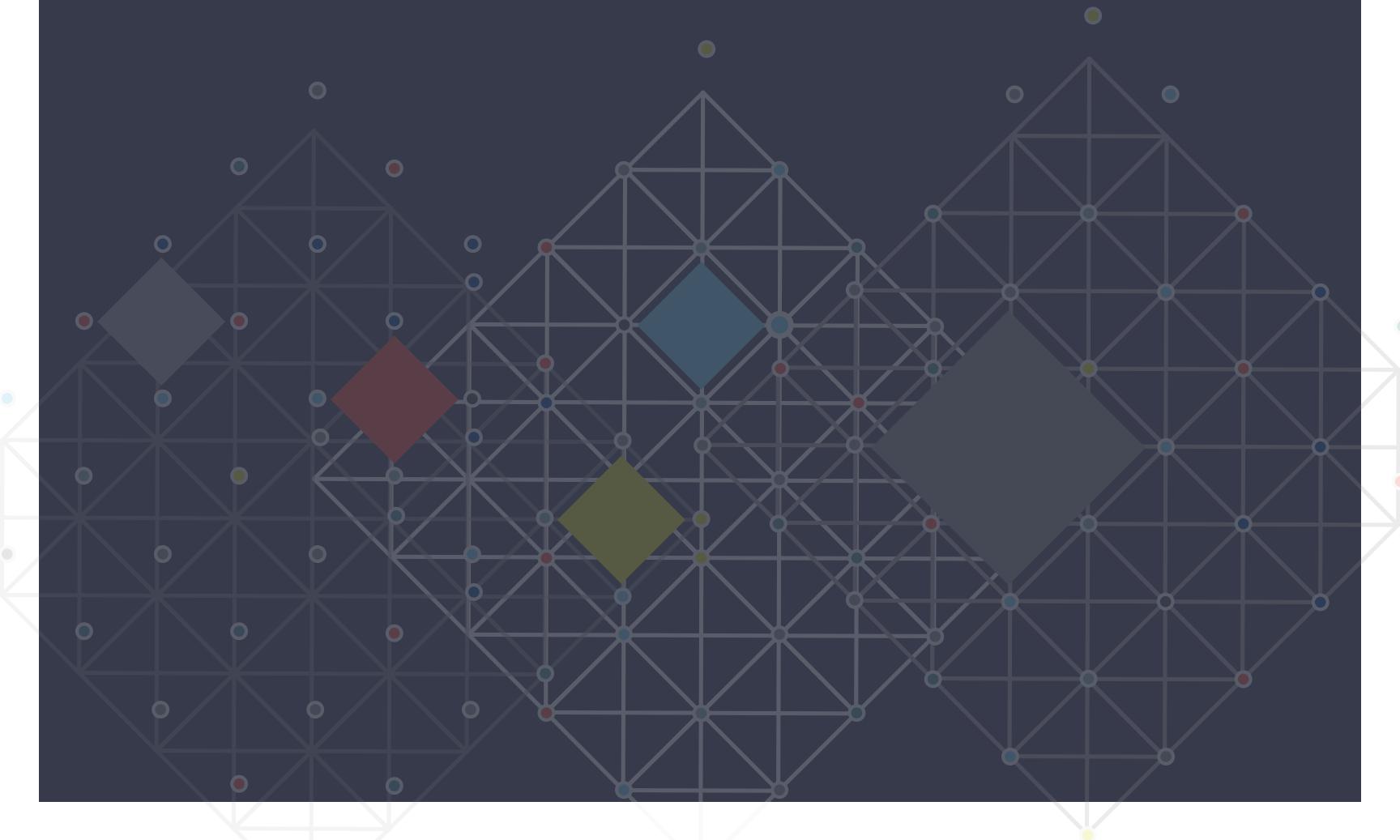


CERTIFIED CHIEF  
INNOVATION OFFICER

®

# ROCHESTON®

## CCIO Training & Certification Program



**Reinvent. Reimagine. Reengineer.**



**Where does the future lie? What is the next revolution  
that is heading towards us to sweep us off our feet?**

**One word. Innovation.**

**Create.** Like No One Else.

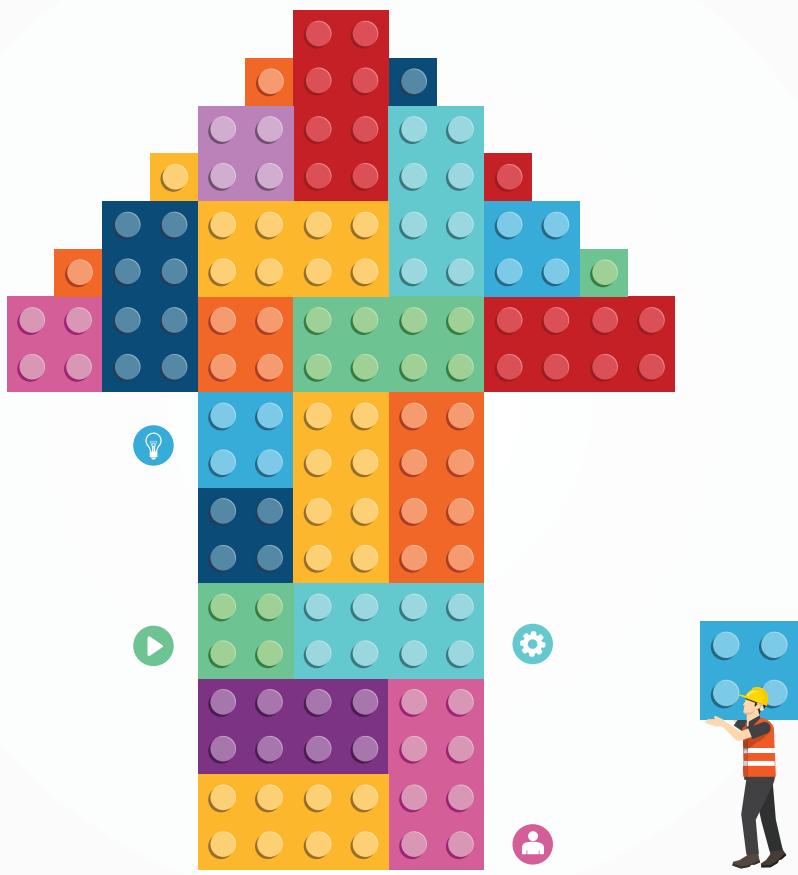


## Innovation Is the New Black

In today's world, survival is innovation. **The future of any company depends on its ability to adapt, create and present.** At the center of it all lies innovation. In this race to excellence, how does one obtain an edge over the others?

Innovation has escaped the edges of the drawing board and rushed into our lives as part of the digital era we live in. **Innovation touches us with every phone call, every drive home, every wash cycle, and all the while not even realizing it.**

Innovation is not merely putting two and two together. It is the process of understanding whether the question seeks the sum of the two, or asks for an equation to define four. In the latter, your possibilities are endless.



**“A disruptive innovation is a technologically simple innovation in the form of a product, service, or business model that takes root in a tier of the market that is unattractive to the established leaders in an industry.”**

- Clayton M. Christensen



**“Innovators will be the survivors. Innovators will be the creators.”**



IDEA

## **What is Certified Chief Innovation Officer?**

The CCIO is an innovative certification program developed by Rocheston. The three-day course of cutting edge innovation training is for corporate executives and students seeking to understand the key concepts involved in elevating you with the skillset needed to deal with the globalizing world, and keep up with the changing times.

**The program will cultivate an innate sense of reasoning, critical thinking and out of the box ideation in you.** The course will mold and sharpen your innovative abilities, collaborative techniques and creative capabilities, guiding you towards excellence in your business.

Rocheston's carefully designed program is a comprehensive course designed to impart the best of knowledge and understanding in Innovation. **The objective extends beyond the framework of the program and towards building a global standard for innovation.**

On completion of the course, you will receive a certificate that validates you as a Certified Chief Innovation Officer. Apart from being a value addition to your profile, it will add you to a breed of thinkers who are leaders and game changers in today's dynamic world.

## **Integrating Innovation with Technology and the Digital World**

As the global business landscape changes, the distinct roles and scopes of C-Suite Executives continue to merge, especially in the context of digital technology and how it defines our world today. It is vital that a Certified Chief Innovation Officer is capable of rising to future challenges with an across-the-board proficiency in innovation.

To enable **innovation leaders of the future** to adapt to the multi-faceted demands of business, Rochester's Certified Chief Innovation Officer program integrates the role of a Chief Innovation Officer, Chief Technology Officer and Chief Digital Officer using its comprehensive course structure.

The CCIO program offers students and professionals a dynamic and insightful platform on which to learn the business of innovation.



## **Benefits of Innovation Training**

Innovation is the light at the end of the tunnel. It is the future of global markets, sustainability, and productivity. **Successful businesses do not focus their actions on the present but instead on the possibilities of the future.** Rochester's Innovation Training Program is designed along similar lines.

Most of the time, we find ourselves so weighed down by the intricacies and problems of today in the world of economics and business, that we often miss the bigger picture.

**Innovation Training can pull one's head out of the water, and into the world of endless possibilities.**



## **Who is CCIO For?**

The Certified Chief Innovation Officer program is **aimed at executives and entrepreneurs interested in questioning the rules and challenging the status quo.**

Anyone who wants to be a part of this changing world, with a desire to get a strong grasp on innovation and work towards excellence is eligible to join Rochester's CCIO program.



## **The CCIO Training Program**

The course is a 3-day interactive workshop conducted in a seminar format by successful entrepreneurs and innovators. It will be conducted every month in venues all over the world. Attendants can expect warm hospitality as the sessions will be conducted in high-class luxury hotels.

### **What the course will consist of:**

- A three-day Training Program
- 9:30 AM - 6 PM on all three days
- Provision of an Active Web Portal
- Seminars Conducted by Successful Entrepreneurs and Innovators
- In-class Environment
- Qualifying Proctored Online Exam Conducted Day 3 of the Training Program



## Cutting Edge Innovation Training

The CCIO program has been carefully designed and tailored to suit varying needs. It is centered on comprehensive and versatile modules developed by the Rochester. Designed to impart the knowledge on the key aspects of innovation through interactive and alternative methods, the course's outline will be based on the following sessions:

- Problem Statement - Educational Drawbacks
- Game Changing Innovations
- Innovation Companies - Examples and Case Studies
- Ideas, Creativity and Innovation
- Idea Generation Tools
- Innovation and Disruptive Thinking
- Innovation and Leadership
- Discipline on Innovation
- Innovation Killers
- Creative Thinking Techniques
- Design Thinking, Aesthetics and Look & Feel
- Building Creative Brands



# Cutting Edge Innovation Training

- Building Creative Brands
- Keep it Simple
- New Business Models
- Monetizing Innovation
- Liberal Arts
- How to Be Creative - Skills and Lessons
- Building the Internet of Things (IoT)
- Intellectual Property - Protecting Your Inventions
- Patenting Your Ideas
- Reinventing Business Models
- Kickstarter and Crowd Funding
- Innovation in Enterprises and Corporate Creativity
- How to Build a Start-up, Challenges and Opportunities
- Billion Dollar Ideas
- Government Funding, Grants and Legal Process
- Lawsuits, Thefts of intellectual Property and Legal Rights
- Exercises and Brain Storming
- How to Create a Start-up Business Plan

## **Cost**

- Training Course Fee - USD 1299/-
- Certification Exam Fee - USD 799/-
- Certification Exam Retake Fee - USD 400/-



QUESTION



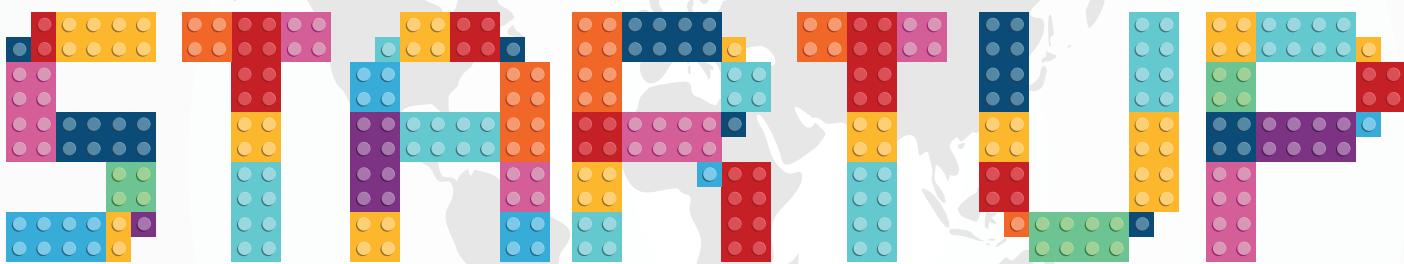
TECHNOLOGY



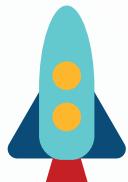
LEARNING



RESEARCH



CREATIVE



SURVEY



SUCCESS



WORKFLOW

## **Course Materials**

**On registration you will be provided with:**

- Course Manuals
- Exercise Books
- White Papers, Presentations & other Resources
- Rocheston USB
- Rocheston Bag
- Rocheston T-shirt
- Pens, Notepad, etc.

## **CCIO Exam**

The exam will be held on the last day of the program. It will review your understanding of the course and test your understanding by means of specific objective questions.

### **Details about the exam process:**

- Online Exam delivered through <http://cyberclass.rochester.com>
- Multiple Choice Objective Questions
- A total of 75 questions
- Pass Percentage: 70%
- On passing successfully you will receive the CCIO Welcome Kit
- Retake Policy - You may retake the exam any time on an additional fee

# CCIO Certificate



CERTIFIED CHIEF  
INNOVATION OFFICER<sup>®</sup>

# CCIO Certificate

CERTIFIED CHIEF  
INNOVATION OFFICER®

THIS CERTIFICATE IS PRESENTED TO

**Jason Springfield**

FOR COMPLETING ALL THE REQUIREMENTS TO BECOME A  
CERTIFIED CHIEF INNOVATION OFFICER

8<sup>TH</sup> JANUARY, 2017



HAJA MOHIDEEN  
PRESIDENT & CEO

ROCHESTON



## The **Cyberclass** Web Portal

<http://cyberclass.rochester.com>

The access to an online E-learning platform will be given to attendants on registration. It will contain a series of study videos, pre-recorded lectures, white papers, educational animations and power point presentations.

The Web Portal can be used to catch-up on a missed session or to view an attended session again.

## Course Completion

On completing the course and successfully passing the exam, you will be provided with a CCIO certification. You are free to use the logo as per the Terms & Conditions as a Rocheston Certified Professional. You will also receive a Welcome Kit that contains the Certificate, lapel pin, badge, card, and login information to access the Members' Portal.

The Member's Portal is an online forum for the Certified Chief Innovation Officers to interact. It will be an active portal with weekly updates and news on innovation and globalization.

The certification is valid for two years. It can be renewed online, with a renewal fee of USD 700 after downloading the updated course material.

# ROCHESTON®

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