

**CERTIFIED**

**INNOVATION MANAGEMENT COACH**



UNIVERSITÄT  
LEIPZIG



# OUR MISSION

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We are dedicated to providing theoretical insight as well as practical experience developing small and medium-sized enterprises (SMEs).

Due to our location in Germany, we consistently have had the opportunity to learn from successful German SMEs and to analyze, in detail, their best practices and winning experiences.

These exceptional firms of the “Mittelstand,” as they are called in Germany, are known worldwide for their dynamism and constant innovation. Not surprisingly, many of them have managed to achieve leadership positions in a number of different countries and markets by offering high value-added products and services.

For these reasons, we have decided to base our program on the patterns of the outstanding German Mittelstand. Our main goal is to transmit this knowledge to firms and institutions from all over the world, in order to implement **winning strategies to successfully promote SMEs**

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# ADDING VALUE TO COACHES

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We certify professionals who have successfully completed our "Certified Innovation Manager" training, and have proven to be **effective innovation plan executioners and coaches.**

Increase your  
earning potential

You will become part of our **international network of experts**, allowing you to:

- Gain **competitive prestige**
- **Update** knowledge and skills
- Boost **professional credibility**
- Pursue **new business** opportunities
- Uphold **market-driven innovation** practices

# CERTIFICATION PROCESS

## PROPERTIES



## JOURNEY



# CERTIFICATION PROCESS

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## EVIDENCE FOR CERTIFICATION AND RENEWAL

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Coaches must submit proof of having implemented at least three different activities concerning innovation. The activities could be:



Workshops  
& trainings



Teaching  
courses



Company  
consultancies



Conferences  
& Seminars



E-learning  
courses &  
Webinars



Implementation of  
innovation tools  
and development  
of strategies  
in companies and  
organizations



Publishing  
papers,  
journals or  
articles on  
innovation

**At least one activity  
must be a training  
and/or consultancy**

## VALIDATION OF EVIDENCE

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- Proofs can be demonstrated in the means of: presentation and workshop materials, videos, innovation projects documents.
- All proofs must be underpinned by marketing material of the event, if applicable, and contact data of references.

# PROFILE OF THE TRAINERS

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## **PROF. DR. UTZ DORNBERGER**

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He is the Director of the SEPT Competence Center at Leipzig University. His academic and professional focus is on innovation and entrepreneurship management. He is also the Co-Founder of CONOSCOPE GmbH, a consulting firm specialized in the fields of strategic business development. He has international experience in 5 continents and over 50 countries.



## **DR. ALIREZA ANSARI**

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He is a research fellow and lecturer at the SEPT Competence center of Leipzig University. He studied his bachelor degree in engineering field in Iran. Then he continued his studies in business administration and completed his master's and PhD degree in Leipzig University. He is active as an international coach and a consultant in innovation management and process optimization.



## **WOJTEK ROSKIEWICZ**

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He is a research fellow and lecturer at the SEPT Competence Center of Leipzig University. He has practical experience at the science and business interface through employment at Fraunhofer-Society, in business consulting, own business projects as well as projects with other companies from different countries in the field: innovation management, business development, market due diligence.



## ADDITIONAL INFORMATION

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### PLACE

The training course is normally organized with a local partner, who provides the physical structure. But we also offer in-house seminars.



### LANGUAGE OF INSTRUCTION

The training course can be held in **English, German or Spanish.**



### CERTIFICATE

A certificate for the training course will be provided. This certificate will be issued by Leipzig University and CONOSCOPE GmbH.

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# RENOWNED INTERNATIONAL **EXPERIENCE**

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We have already implemented our Innovation and Entrepreneurship Management Trainings in more than **30 countries in the world.**



### **COORDINATOR**

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