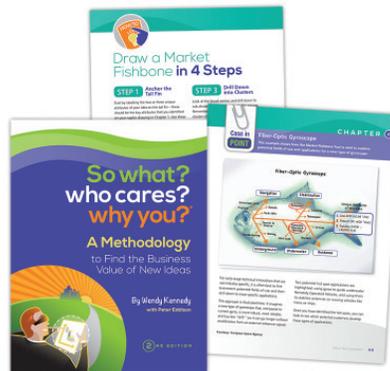


Certification Training

WKI Coaching Certification begins with an in-depth training program to ground you in the So what? who cares? why you? methodology, suite of visual tools and best practices. You will learn to use a dynamic coaching model to guide innovators to discover, define and describe the opportunity for their ideas.

Certification training includes:

- Best practice instruction in the So what? who cares? why you? methodology
- Modeling and practice with the suite of tools using real-world scenarios
- Coaches' Playbook with tools, templates and techniques to use with clients
- "How to" details and reference guide for running effective pre-incubation coaching clinics



Flexible Certification Options

Certification is available in both in-person workshops and online, self-paced formats.

- Two-day training workshop or convenient online training for self-directed certification.
- Groups of more than 5 can be certified at your location by WKI

Ongoing Support and Resources

Once you have completed your certification, ongoing support from WKI ensures your success:

- Join WKI Coaches in Conversation through the online community forum
- Email and phone support from WKI during business hours and 24/7 access to the Online Certified Coach Resource Center
- Preferred pricing on client materials, including toolkits, sketch pads and workbooks
- Ongoing professional development through our online certification site

Pre-incubation Program at a Glance

A hands-on coach approach to discover the business value of new ideas. Used for ideation, pre-incubation and research commercialization.

WHAT'S INCLUDED

Intensive Training

- Certification training in the So what? who cares? why you? methodology.
- 20 hours of comprehensive training and development. Available as web-based training for those not able to travel to the in-person workshop
- 1:1 coaching support by WKI as you earn your certification

Program Resources

- Certified Coach Playbook with training, guidance, checklists and steps to success
- Toolkit Resource Guide with tips and techniques for each tool
- Pre-Incubation Kit, including dry erase posters and worksheets
- Preferred pricing on client materials

PROGRAM FEES

(Prices in US Dollars)

- Certification training: \$2500
- User License: \$2000 annually
- Pre-incubation Program Kit: \$1999

Register for WKI Certification Today! Available in both online and in-person formats.

Visit wendykennedy.com or call us at +1 613-851-6621

Wki Pre-Incubation Program

A proven methodology to engage innovators to discover, define and describe the business value of their ideas

At Wki, we give innovators the ability to discover the business value of their ideas and unlock their full potential. For more than a decade, our **So what? who cares? why you?**® methodology has been helping to bridge the gap in understanding between innovators with new ideas and people who are looking to support those ideas. Using our methodology, organizations world-wide are increasing their success rate for ideation, pre-incubation, and technology commercialization.

Deploy the **So what? who cares? why you?** methodology to:

- Bring the power of the **So what? who cares? why you?**® methodology to your community of innovators.
- Engage innovators in high value conversations to discover the true business value of their ideas
- Prepare researchers, scientists and engineers to speak the language of business with industry

Program Overview

The Wki Pre-incubation Program offers a comprehensive program with all of the training, tools, materials and support you need to successfully launch your high impact program

Coaching Certification: Bring a high impact, hands-on coaching program to your community of innovators and entrepreneurs

Coaching Starter Kit: Get a full set of program materials to run interactive Coaching Clinics, including dry erase posters, toolkits and worksheets

Tools: Help innovators find the business value in their ideas using a rich suite of visual frameworks and tools that are the foundation of the **So what? who cares? why you?**® methodology

A rich suite of training and program materials support your development: Access resources and support for your program launch and promotion to your community



Pre-incubation in Action

Leading organizations around the world use the Wki Pre-incubation Program, including:

- The European Space Agency
- The Purdue Foundry/Purdue University
- Wake Forest Innovations
- Community Health Network
- Air Force Research Laboratory
- Tech Fort Worth

The **So what? who cares? why you?** methodology is a cornerstone of what we've accomplished so far at the Foundry. 50-plus start-ups...have successfully sprung from the Foundry. Without question, we would not be celebrating this progress had it not been for the foundation upon which those innovators began their journey: the **So what? who cares? why you?** methodology."

John M. Hanak, J.D.
Managing Director, Purdue Ventures
Chair, Board of Directors, InBIA
2015/16