

Wki Certification Training Agenda

Day One: So what? who cares? why you?® Methodology - Tool Training

8:30 – 8:45 Welcome

- Introductions

8:45 – 9:30 Orientation – So what? who cares? why you?

- Overview of the program – what it is? How it works? What it produces
- Core values of Wki and the So what? who cares? why you? methodology
- The outcome of So what? who cares? why you?

9:30 – 5:00 Tool Training & Talk

- Interactive, hands-on session in the So what? who cares? why you? toolkit
 - Step-by-step guidelines to coach through each tool in the methodology
 - Practice sessions on the delivery and coaching style for each tool
 - “Tool Talk” - group discussion on takeaways from ideation sessions
- 10:00 – 10:15 Break

9:30 – 12:15 “So what?” Tool Training & Talk

1. The Napkin Drawing Tool
2. The Commercial Problem Tool
3. The Category Map Tool

12:15 – 1:00 Lunch

1:00 – 3:30 “Who cares?” Tool Training & Talk

4. The Market Fishbone Tool
4. The Segment Strawman Tool
5. The Ecosystem Ladder Tool
5. The Path to Market Tool

2:45 – 3:00 Break

3:30 – 5:00 “Why you?” Tool Training & Talk

6. The Financial Model Tool
7. The Competitive Matrix Tool
7. The Competitive Radar Tool

Day Two: Wki Certification Program

8:30 – 10:00 “Why you?” Tool Training & Talk

- 8. The Go-to-Market Plan Tool
- 8. The Back of the Envelop Tool
- 9. The Storyboard Tool – Packaging the tools into “the Pitch”
- Recap of So what? who cares? why you?® Methodology

10:00 – 10:15 Break

10:30 - 12:15 Wki Ideation Program

- Goals of the Ideation Program
- Structure, Style and Key Success Factors
- The magic of ideation
- Best Practices Checklist – Running a Great Ideation Session
- Moving from Ideation to Execution

12:15 – 1:00 Lunch

1:00 – 2:15 The Wki Coach Approach

- The Wki Coach Approach
- The Secret Sauce of So what? who cares? why you?
- Techniques to engage entrepreneurs, inventors, researchers, engineers, and others
- Engaging people to explore go to market options through the methodology
- Using the Wki Certified Coach Resources – both online and print.

2:15 – 2:30 Break

2:30 – 3:00 Getting Started Back Home

- Action Plan – getting started when you return home
- How to use the Online ToolShed to support coaching
- The Coaches’ Online Resource Center

3:00 – 3:30 Wrap-up - Roundtable discussion on topics and questions