

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.

## What is So what? who cares? why you?

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

### 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.
- 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
- Engage innovators in high value conversations to unlock the business value of their ideas
- Prepare researchers, scientists and engineers to speak the language of business with industry

## Program Overview

The WKI Certification 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

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



### WKI in Action

Leading organizations around the world deploy the **So what? who cares? why you?** methodology with their innovators, including:

- The Purdue Foundry/Purdue University
- Wake Forest Innovations
- Community Health Network
- Penn State University
- University of Wisconsin
- The European Space Agency
- Air Force Research Laboratory

*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

# WKI Certification Program

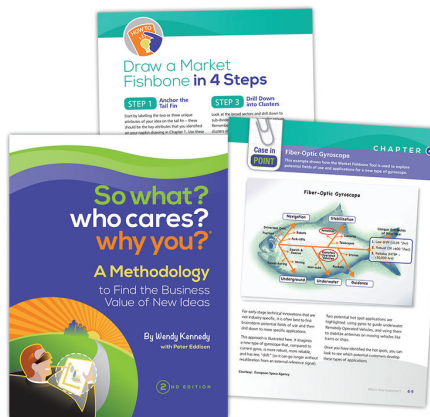


## Certification Training

WKI 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 sessions with innovators



## 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 8 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

## Program at a Glance

A hands-on coach approach to unlock 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
- Program 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](http://wendykennedy.com) or call us at +1 613-851-6621