WKI

At WKI, we give innovators the ability to discover the business value of their ideas and unlock their full potential. Since 2005, the WKI methodology has been helping innovators translate deep science and technology into clear and compelling business value propositions. Using our methodology, organizations world-wide are increasing their success rate for startup creation, new product acceleration and technology commercialization.

What is WKI Certify?

A proven methodology to engage innovators with deep science and technology ideas to discover, define and describe the business value of their ideas.

Deploy the WKI methodology to:

• Bring the power of the WKI methodology to your innovators.

• Help innovators find the business value in their ideas using a rich suite of visual frameworks and design thinking tools that are the foundation of the WKI methodology

• Engage innovators in high value conversations to develop the business value of their ideas

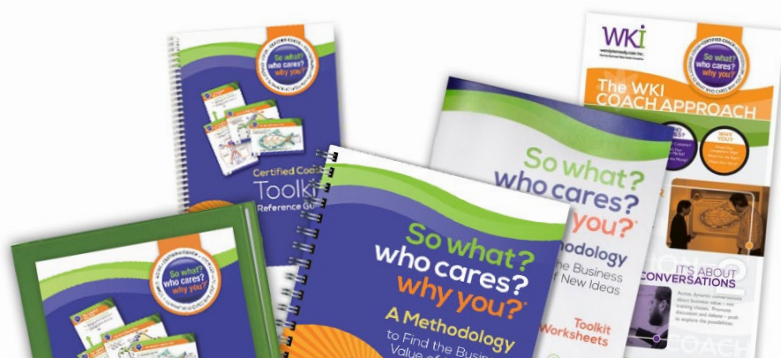• Prepare deep science and technology innovators to speak the language of business

Program Overview

The WKI Certify Program offers a complete solution with all of the training, tools, materials and support you need to successfully launch your high impact program

Certification: Best practice training and certification to prepare you to offer the WKI program to your innovators and entrepreneurs

WKI Program Kit: Get a full set of program materials to run entrepreneurial ideation sessions, including dry erase posters, toolkits and worksheets

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

WKI in Action

Leading organizations use the **WKI Methodology** including:

• University of Florida
• University of Texas
• University of Nebraska
• MTEC Michigan
• Sid Martin Biotech
• Clackamas SBDC
• The European Space Agency
• Air Force Research Laboratory

The WKI 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 WKI methodology."

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

Turn More Ideas Into Opportunities

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WKI Certify 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 WKI methodology
- Modeling and practice with the suite of tools using real-world scenarios
- WKI Certify Playbook with tools, templates and techniques to use with clients
- "How to" details and reference guide for advising and developing client innovators

Flexible Certification

Certification sessions take place online every month. Sessions run 2 mornings each week for two weeks and offer:

- Training with Wendy Kennedy, Founder of WKI
- Personal, virtual conversations with small groups to ensure the best possible experience

Ongoing Support and Resources

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

- Email and phone support from WKI during business hours and 24/7 access to the Online Certified Coach Resource Center
- Ability to purchase client seats in the WKI Online program

Program at a Glance

A results driven program that unlocks the business value of new ideas. Used for startup creation, investment readiness and research commercialization.

WHAT'S INCLUDED

- Training Certification training in the WKI methodology.
- 20 hours of comprehensive training and development. Available online 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 Reference Guide with guidance to use each WKI design tool, along with tips and techniques
- WKI Online available in seat bundles for client use

PROGRAM FEES
(Prices in US Dollars)

- Certification training: $2500
- User License: $2000 annually
- WKI Online Seat Packages

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

Visit wendykennedy.com or call us at +1 866-663-0171