

methodology you'll add a new visual toolset and framework to your "Value Proposition Canvas" that will deliver results and that you'll love. "The methodology is a grant funding investment of doing a value proposition framework will define your innovation to master the fundamentals of success."

## What is WKI Certify?

"The process is an innovation framework that allows you to design and articulate the business value of their ideas"

### As a WKI Certified Coach, You Will:

- Help innovators design the business value into their ideas using a rich suite of ideation frameworks and design thinking tools that are the foundation of the WKI methodology.
- Prepare STEM innovators to develop mastery in business fundamentals so they can communicate a compelling business proposition.
- Get clients investor ready for funding, grant proposal submissions, pitch competitions and more.

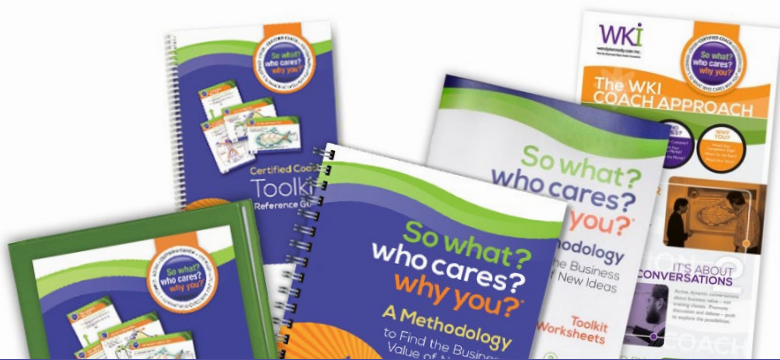
## Program Overview

The WKI methodology is a grant funding investment of doing a value proposition framework will define your innovation to master the fundamentals of success."

**Certification** - The process is an innovation framework that allows you to design and articulate the business value of their ideas"

**WKI Program Kit** - A rich suite of program materials including:

A rich suite of program materials



### WKI Customers

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

- University of Florida
- University of Texas
- University of Houston
- Delaware SBDC
- Sid Martin Biotech
- EC Innovates
- Planet Hatch
- First Flight Venture Center

*"The WKI method is the most important tool we have to translate technology into business value. It is an indispensable element of what we do and who we are as an organization. No other process gives us the foundation to identify and assess the business potential inside an early stage technology."*

**Scott Koorndyk**  
President  
EC Innovates, Dayton OH

# WKI Certify Program



## Certification Training for Advisors

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 **design and articulate the business proposition** for their ideas.

## Certification training includes:

- Best practice instruction in the WKI ideation 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



**Certification sessions take place online every month. Sessions run 3 mornings over three consecutive days and offer:**

- Live training with Wendy Kennedy, Founder of WKI, on each element in the WKI Ideation toolset and program.
- Personal, virtual conversations with small groups to ensure the best possible experience
- Step by step guidance to launch the WKI program for your ecosystem.

## Ongoing Support and Resources

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

- Support from WKI during business hours and 24/7 access to the Online Certified Coach Resource Center
- Registered use of WKI Design Your Business, online digital ideation toolkit.

## Program at a Glance

**A program for advisors, counsellors and coaches to engage innovators to build the business proposition for their ideas.**

### WHAT'S INCLUDED

- **Training Certification** training in the WKI methodology.
- **12 hours of comprehensive training and development.**
- **Virtual meetups for training. Conducted live with other participants.**

### 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 digital platform** available in seat bundles for client use

### PROGRAM FEES

(Prices in US Dollars)

- **Certification training: \$2500**
- **User License: \$2000 annually**

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**Register for WKI Certify Today!**  
Visit [wendykennedy.com](http://wendykennedy.com) or  
call us at +1 866-663-0171