

THE COACH FOR INNOVATORS CERTIFIED PROGRAM – The Agile Innovator

An online innovation coaching, blended, intimate group learning program



The ICF accredited CCE Coach for Innovators Certified Program™ is a collaborative, and deeply personalised online group innovation coaching program led by internationally acknowledged thought leader on the people side of Innovation, Janet Sernack PCC. Where she teaches you how to make sense of, and apply, and integrate into your unique context, creativity, invention, design thinking, entrepreneurship and innovation to effect profound change for leaders and teams in life and work.

Why this program is important

Janet is a global thought leader on the people side of innovation, her programs are game-changing, thought-leading, innovation, blended and group learning process is designed to foster deep learning's and develop people's agility competence, confidence, and capacity.

All of which are required to flow with disruption, be adaptive and agile, to embed innovation and entrepreneurship in a business practice or in an 21st century organisation by:

- Developing the desired intrinsic motivators, emotional agility, innovation mindsets, and behaviours to thrive and flourish in a disruptive VUCA world.
- Applying and integrating “on the job” learning, elastic, critical and creative thinking, and complex problem-solving skills to learn by doing.
- Facilitating trust, permission, and safety, to provide the support and structure to flow with and reduce people's risk adversity, to result in innovation supported by inclusion, collaboration, experimentation, and accountability.



What does the program involve?

It is an 8-week, global, thought leading, intimate and personalised program supported by a group of peers and learning cohorts

Your own Evidence Based Case Study, 8 Weekly 2-hour Webinars, Weekly Recreation Tasks, Learning Buddy plus a series of 4 one on one 45 minute online coaching sessions and awards 24 ICF CCE units.

What else does the program involve?

Coaching for innovation evokes new ways of knowing and being through integrating deep learning, leadership and coaching.

Where coaches are trained to develop subtle skillsets as teachers, transformers and innovators to work with innovation, invention, creativity, and consciousness as co-creative frequencies.

Who is an innovation coach?

An innovation coach inspires, supports, and coaches individuals and teams to nurture and embed innovation in a business, or in an organisation, experiencing the shockwaves of disruptive change in our VUCA world.

To emerge a client's creative insights and collective breakthroughs, within a safe container and holding space. In ways that embrace speed and agility, and are blended to help people adapt, connect, explore, discover, design and deliver creative ideas and innovative solutions as commercially viable outcomes.

Through developing the desired states of and qualities of mind, innovation coaching enables and empowers people to [think, talk, act and team differently](#), to bring the new to the world.

By leaning into the transformational powers of innovation, lean start-up, agile and scrum methodologies, and human-centred design thinking within an emergent context.



Innovation coaches enable people to create openings (possibilities) and bravely walk through thresholds that develop their curiosity and creativity, connectedness and compassion, and their confidence and courage. To then experiment with smart risk-taking, (and failing fast), whilst artfully mastering and safely using creative tension and cognitive dissonance as creative catalysts for effecting transformational changes.

It involves skilfully, courageously, and compassionately generative listening, [asking powerful and disruptive questions](#) and [generating creative conversations](#) that:

- Ignite, unleash and pull people towards anti-conventional, creative and inventive ways of being, thinking and behaving.
- Evoke and learn new ways of being and knowing, of behaving and acting, to enable the delivery of the desired commercial outcomes.

Developing a paradox lens

Coaching for innovation helps people see, examine and adjust their mental models so they can develop a paradox lens which enables them to respond to, or coach others to respond to, entirely new realities and needs in the marketplace including:

- Starting or finishing a significant creative project
- Inventing a new business idea or start-up
- Developing and aligning your team to an innovation strategy
- Seeing and overcoming barriers to change, creativity and innovation
- Reducing risk adversity and complacency
- Maximizing diversity and differences in your team or organisation
- Experimenting to test ideas smarter to learn faster
- Improving your ability to influence, persuade and motivate others to turn ideas into action
- Navigating a major change or business re-renewal
- Creating a passionate purpose and flexible invention and implementation process for your business opportunity
- Re-engineering your focus following a life or career transition, and finding a mission and purpose worth pursuing and leaving a legacy.

The next Coach for Innovators Certified Programs start May 4 and October 19 (Australia) 2020.

Find out more <https://www.imagination.com.au/innovation-coaching/> and also at <https://janetserneck.com.au/learning-programs/>. See our coaching blog <https://janetserneck.com.au/janet-serneck-innovation-coaching-blog/>

What people say about the program

"The Coach for Innovators program is unique and really experiential. Personally, I have gone through the U process myself and benefited from it. I am more confident to coach innovators now than ever before. Janet is an experienced trainer who is so generous in sharing her time and knowledge. She is the subject matter expert in the innovation space and I am so glad I have completed the training with her".
Daisy Tse, Leadership Coach USA.

"The Coach for Innovators course was eye-opening, challenging and rewarding. I appreciated Janet's expert guidance through the process and her generosity of not only her time but also her knowledge. Coming together each week to dig deeper was great to embed the learning, especially the live practice sessions. This course really opened my mind to finding a different approach to dealing with the current challenges myself and my clients are facing through the recent bushfires and current Coronavirus Pandemic. Thanks Janet, I am truly grateful and highly recommend this course to others".
Vanessa Meddling, Leadership Coach, Australia.

"I would encourage all professionals that are interested in innovation and new perspectives in coaching to attend this course. Janet has a lot of experience and knowledge and till the end of the course you gain self-awareness and a lots of new ideas and tools that you are encouraged to use in your own business. The course is resource rich with material and references and I was really benefited. It was a very enjoyable course and thank you Janet for this beautiful experience".
Maria Georgaki Organisational / People Development Consultant, Executive Coach, Trainer Dubai UAE

"It is my genuine pleasure to recommend Janet Sernack's 'Coaching for Innovation' program. I completed the program in early 2017 and I found it robust, inspiring, and intensely practical. Janet is a dedicated teacher and coach who took pains to create a safe yet challenging learning environment for this virtual course. She is also a marvelous role model for risk-taking and continuous learning."
Mark A. Brown, Leadership Facilitator and Author, Lisbon, Portugal

"Working with Janet in the Coach for Innovators Certified Program was a life-changing experience. As someone who has been coached but never sat in the coach's chair, this program enabled me to see things from a whole new perspective. By identifying one's passionate purpose and then learning how to listen more intently, ask questions more clearly and work through the coaching model, all the tools are there to take the novice or the expert coach to a whole new realm of coaching conversation. Janet's passion for the subject of innovation and disruption comes through from the moment you first connect with her and she walks the talk in everything she shares throughout the program. There is so much information out there about ways for people and companies to innovate; Janet takes that wealth of information, distills it into manageable chunks and then invites participants to dance in the light of uncertainty and chaos. The Coach for Innovators Certified Program is definitely a game changer – don't miss an opportunity to join Janet and the growing group of Professional Certified Coach for Innovators".
Betsy Dickson Director – Legal Operations Global IP Aristocrat Technologies, Inc. Las Vegas, NV 89135 USA

This program is for bold life, business, leadership and executive coaches, consultants, trainers, leaders and managers who want to up-skill their own and their clients potential and business games to survive and thrive through disruption and the exponential changes in the 21st century.