Certification and training program in product innovation

In this highly participatory and hands-on class, students learn the theories and practices that drive product management and innovation

Become a master in product innovation

CERTIFIED PRODUCT INNOVATION ASSOCIATE

With the Spark Engine CPIA training program

SPARK ENGINE CPIA

Spark Engine

What is a Product Innovation Associate?

The Spark Engine Certified Product Innovation Associate (CPIA) credential attests foundational product management mindsets and practices. This course is perfectly suited for those that are interested in jump-starting their career in product management and for those that are looking to expand their expertise on key principles of product innovation, human centered design, and iterative product development.

For **Project Managers and Business Analysts** who need knowledge, tools, and frameworks to ideate, plan, and execute product development through organizational uncertainty

For **Product Owners** who seek to develop skills beyond CSPO and learn how to effectively lead product strategy, develop vision, establish metrics, running experiments, and plan releases

For **Product Leaders** who need to foster competencies across their product teams that span customer discovery, product planning, engineering, business, marketing, and metrics
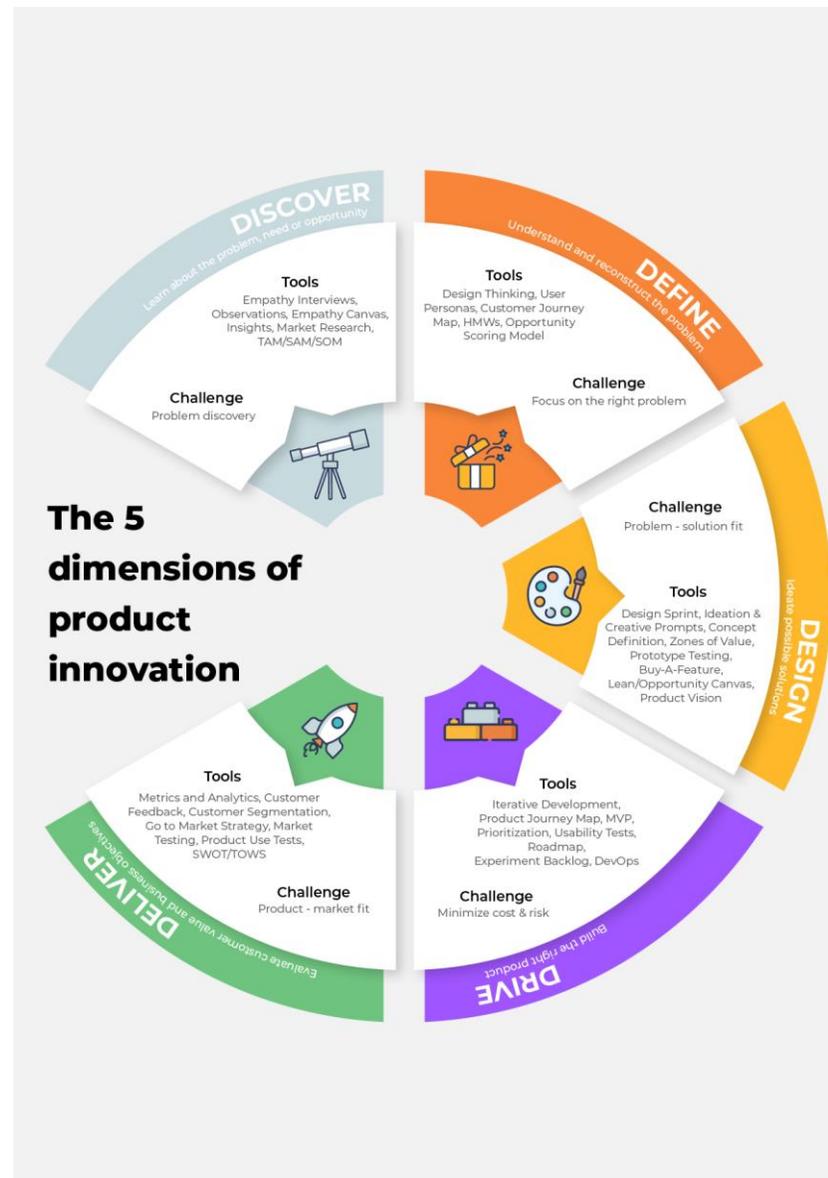
Learn product management

CERTIFIED PRODUCT INNOVATION ASSOCIATE CPIA

We believe that real learning comes in three ways: a great training program, shared experiences with other participants, and hands-on practice. This is why we deliver this class in an interactive environment facilitated by live instructors, so that you can take full advantage of a rich and deep learning experience.

Syllabus
In this highly participatory and hands-on class, students learn the theories and practices that drive product management and innovation, including:

- The role of the Product Manager
- Going from project-focus to product-focus
- The 5 Dimensions of Product Innovation
- Drive Outcomes rather Outputs
- Design Thinking and human-centered design
- Customer discovery techniques
- User Personas
- Creating and sharing a Product Vision
- Rapid validation with prototypes and MVPs
- Roadmaps and KPIs/OKRs
- Planning a release
- Metrics, measuring outcomes, driving business results

The 5 dimensions of product innovation

DISCOVER — Learn about the problem, need or opportunity
- Tools: Empathy Interviews, Observations, Empathy Canvas, Insights, Market Research, TAM/SAM/SOM
- Challenge: Problem discovery

DEFINE — Understand and reconstruct the problem
- Tools: Design Thinking, User Personas, Customer Journey Map, HMWs, Opportunity Scoring Model
- Challenge: Focus on the right problem

DESIGN — Ideate possible solutions
- Challenge: Problem - solution fit
- Tools: Design Sprint, Ideation & Creative Prompts, Concept Definition, Zones of Value, Prototype Testing, Buy-A-Feature, Lean/Opportunity Canvas, Product Vision

DRIVE — Build the right product
- Tools: Iterative Development, Product Journey Map, MVP, Prioritization, Usability Tests, Roadmap, Experiment Backlog, DevOps
- Challenge: Minimize cost & risk

DELIVER — Evaluate customer value and business objectives
- Tools: Metrics and Analytics, Customer Feedback, Customer Segmentation, Go to Market Strategy, Market Testing, Product Use Tests, SWOT/TOWS
- Challenge: Product - market fit

CERTIFIED PRODUCT INNOVATION ASSOCIATE CPIA

What do you get?
Learn essential skills and strategies for planning, executing, and launching innovative products. Discover how innovative product managers launch new ideas through organizational uncertainty. Develop ability to create, manage, and update plans. Inspire and grow - learn new strategic and practical approaches for managing products, technology, and innovation.

You also get a professional certification as **Certified Product Innovation Associate (CPIA)** from Spark Engine.

SPARK ENGINE CPIA

At the end of the training workshop, upon successful completion of all exercises, participants earn a Certified Product Innovation Associate (CPIA) certification by Spark Engine. This certification validates their participation in the class and the learning of foundational practices and mindset.