



CInA[®]

**Certified Innovation
Associate**

GUIDEBOOK

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GInI – Global Innovation Institute – is the world’s leading professional certification, business accreditation, and membership organization in the field of innovation.

GInI aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through its globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities.

All certificates and accreditations available through GInI reflect the most current methods, trends, and strategies in innovation leadership.

GInI sets the standard for innovation excellence around the globe.



Overview

The GInI Certified Innovation Associate® (CInA®) is GInI's special recognition of university students – generally those nearing their graduation date – who have demonstrated a clear understanding of certain fundamental topics pertaining to business innovation and to serving as a contributing innovator inside the business environment.

CInA® certification affirms the student's understanding of key, foundational innovation concepts and practices, including: how to be an effective innovator, conducting research to uncover new insights, brainstorming & the GInI Breakthrough Innovation Method, Design Thinking, executing innovation projects, developing business plans & pitching new concepts, launching & scaling new business ventures, and new venture funding mechanisms.

For university students preparing to enter into the workforce, there is no better way to stand out as a knowledgeable Innovator – one with the knowledge and ability to deliver meaningful new innovation inside a business – than the GInI Certified Innovation Associate® certification.

Target Audience

CInA® certification is intended solely for university students who have reached a Junior or Senior status inside of an accredited university degree program at a recognized university, and are generally within two years of their expected graduation date.

CInA® certification is also appropriate for graduate students (in any accredited program) who have no prior experience working inside of a professional business environment.



The CInA Certification Process

1. Meet the following Exam Eligibility Requirements:
 - a. Status as either a Junior, Senior, or Graduate Student in an accredited university degree program.
 - b. Ownership of the GInI Innovation Associate Reference Book (InARB)[®].
2. Select the Certified Innovation Associate (CInA) Exam Enrollment in the GInI Online Store at www.gini.org/online-store.
3. If you already have your copy of the InARB, enter your InARB Serial Number in the required field; otherwise leave this field blank at this time.
4. Add the CInA Exam Enrollment to your Online Store Cart.
5. Proceed to the Checkout of the Online Store and pay the associated Exam Enrollment Fee.
6. Once your payment has been received by GInI, you will receive an email from GInI with the CInA Exam Application Form to complete.
7. Complete the CInA Exam Application Form with the required information and return to GInI at exam@gini.org.
8. GInI will review your CInA Exam Application Form to ensure you meet the Exam Eligibility Requirements for the CInA certification.
9. If your CInA Exam Application successfully passes GInI's review, then within 48 hours you will receive from GInI the details of how to log onto the GInI Exam Center – exam.gini.org – to take the CInA certification exam.
10. Log onto the GInI Exam Center and therein complete and pass the CInA certification exam. If you fail the CInA certification exam, you can retake it an unlimited number of times. Your first retake of the exam will be at half price; any subsequent retakes will be at full price.
11. In order to maintain your CInA certification, you must earn a minimum of 30 Innovation Development Units (IDUs) every 3 years or retake the CInA exam. You may record your IDUs by selecting CInA IDU Application in the GInI Online Store at www.gini.org/online-store, checking out to pay the associated IDU Application Submission Fee, and then entering your IDUs on the IDU Application Form that will be provided to you.

CInA Exam Information

1. The purpose of the CInA exam is for you to demonstrate your knowledge and understanding of the CInA body of knowledge.
2. GInI's method for administering certification exams is online – through computer-based testing (CBT). Paper based testing (PBT) is not available.
3. The CInA exam has 90 multiple-choice questions. These questions are placed in random order throughout the exam.
4. The passing score for the CInA exam is 60%.
5. The allotted time to complete the computer-based exam is 90 minutes. Some candidates may require less than the allotted 90 minutes to complete the exam.
6. There are no scheduled breaks during the exam, although you may take breaks as needed.
7. You will be unable to pause the exam once you begin it. The exam timer will continue counting down even if your computer shuts down. Therefore ensure that you can remain undisturbed while completing the exam. If your network connection is lost, you can resume the exam where you left off once that connection is restored, but the exam timer will not pause during that time.
8. You do not have to answer a question in order to proceed to the next question. You may skip questions and come back to them later on.
9. You will be able to navigate between questions so as to come back to prior questions and review your answers to them – or to answer any questions you had left unanswered.
10. For each question, there is only one correct response out of four responses given.
11. Once you submit the exam, you will immediately receive your Pass / Fail result.
12. Once you have passed the exam, you will receive notification of your Digital Certificate within three days. Your Certificate will be issued digitally via the GInI Certification Center – certification.gini.org. At this Center, you may download a printable PDF of your Certificate to print out as desired.
13. If you fail the CInA exam on your first attempt, you may retake it an unlimited number of times. For more on this, refer to the GInI Frequently Asked Questions at www.gini.org/home/frequently-asked-questions.

The CInA Exam Blueprint

The CInA Exam Blueprint identifies the proportion of questions from each major section of the GInI Innovation Associate Reference Book that will appear on the exam. These percentages reflect the number of questions from each such section that appear on the exam.

GInI Innovation Associate Reference Book®	InARB Chapters	Question Percentage
Fundamentals of Innovation	1 / 3	4%
Innovation's Design Outputs	3	4%
The Effective Innovator	12	8%
Creativity & Creativity Methods	6	4%
Ideation & Brainstorming	6	4%
The GInI Breakthrough Innovation Method	16	4%
The Three Phases of Innovation Project Work	3	2%
Running Innovation Projects in the Business	13 / 14 / 15	10%
The Role of Research in Innovation Projects	8	10%
Design Thinking & Human Centered Design	17 / 18 / 19 / 20	12%
Founders & New Business Ventures	21 / 22 / 23	38%
TOTAL	—	100%

CInA Course & Exam Content Outline

The Fundamentals of Innovation – Getting to Know Business Innovation
Innovation’s Design Outputs – The Many Forms of What’s New
The Effective Innovator – Einstein, Edison, Jobs, and You
Creativity & Creativity Methods – Tapping Into Innovation’s Source of Life
Ideation & Brainstorming – Bringing New Ideas to Life
The GInI Breakthrough Innovation Method – Putting Oblique Examination to Work
The Three Phases of Innovation Project Work – Front End / Mid Zone / Back End
Getting Innovation Done – Running Innovation Projects in the Business <ul style="list-style-type: none">• Running the Front End of Innovation• Running the Mid Zone of Innovation• Running the Back End of Innovation
The Big Dig – The Role of Research in Innovation Projects <ul style="list-style-type: none">• Core Concepts in Research• Problem / Solution Research Practices• Forward-Looking Research Practices• Hard Research Practices• Opportunity Scouting & Needfinding• The Insights Plan

Design Thinking & Human-Centered Design – Thinking Like a Designer

- Introduction to Design Thinking & Human-Centered Design
- The Design Thinking Process
- Design Methods
- Prototyping in Design Thinking

Innovation in the Outside World – Founders & New Business Ventures

- Founders & New Business Ventures
- A Winning Business Plan / Pitching New Ventures / A Winning Pitch Deck
- Business Incubators / Accelerator Programs
- Funding Mechanisms – Angels / Syndicates / Crowdfunding /
- VC / Corporate VC / Private Equity

Application Auditing

GInI periodically audits a percentage of applications to confirm the experience and/or education documented on certification applications. The purpose of these audits is to enhance the credibility of the GInI certification program and of GInI's certification holders. For each certification, a specified percentage of applications are randomly selected for this audit.

If your application is selected for an audit, you will be notified by email after payment of the Exam Enrollment Fee is received. The electronic audit notification provides detailed information on how to comply with the terms of the audit. During an audit, you will be asked to submit supporting documentation such as:

- 1. Copies of your diploma / global equivalent.**
- 2. Letter of experience signed by your supervisor(s) or manager(s) on company letterhead.**

GInI provides you with 90 days to submit the requested documentation. If you are able to provide the necessary documentation to meet the terms and requirements of the audit process, the audit should take about five to seven business days to complete. You can send the completed audit forms by regular postal mail to the address below:

Global Innovation Institute

Attn: Certification Audit Department
77 Monroe Center St. NW, Suite 600
Grand Rapids, MI 49503

GInI will not accept faxed or emailed audit documents. Please send all materials at one time, or in one envelope, to expedite the auditing process.

You may not continue with the certification process until you have complied with the audit requirements. Incomplete submissions will not be processed and will result in failure of the audit. In the case of a failed audit, the certification fee, minus a processing fee will be refunded.

The Certification Department will address further actions on a case-by-case basis.

Maintaining Your CInA® Certification

Your certificate is active for a period of three (3) years, beginning on the day you initially pass the certification exam. In order to maintain your certification, you must obtain the required number of Innovation Development Units, or IDUs, within those three (3) years, and prior to the certificate expiration date.

The required IDUs for your CInA® certification is: 30 IDUs during each 3-year cycle.

Within 6 weeks of your certificate expiration date, you must submit a Continuation Application in which you will self-certify your completion of the required IDUs and pay the continuation fee. If you have failed to achieve the necessary number of IDUs, you can maintain your current certification by retaking the certification exam again before the end of your 3-year certification cycle.

You can also reinstate a lapsed certification by retaking the certification exam again.

1. Continuing Education (30 IDUs maximum)

You can earn 30 IDUs in continuing education. There is, however, a limit of 15 hours for video conferences, audiotapes, webcasts and podcasts.

You will earn one (1) IDU credit hour for every hour of continuing education, not including registration, meals, breaks, exhibit hall time, "pre-work," etc.

Continuing Education activities include:

- a. College and University Courses
- b. Conferences and Seminars
- c. Workshops
- d. E-Learning Courses
- e. Webinar / Webcasts, Video-conferences (15 IDUs limit)

2. Instruction / Teaching (30 IDUs maximum)

Instruction / teaching activities include:

- a. Conducting a formal presentation within your organization.
- b. Teaching a course or workshop or presenting a seminar or conference session.

You may earn recertification IDUs only for the first time you give the same presentation or teach a course, workshop, etc., even if you present to different audiences. You earn 1 IDU for every hour of presentation time.

Maintaining Your CInA® Certification

3. On-the-Job-Experience (30 IDUs maximum)

You can earn recertification credit for a first-time on-the-job project if it adds to your Innovation knowledge.

Examples of projects that earn credit include:

- a. Research and design of an Innovation Strategy.
- b. Research, design, and implementation of an innovation tool or system.
- c. Participation in an Innovation Senior Committee and implementing procedures through the organization.
- d. Development of an Innovation Strategy Framework.
- e. Innovation Lab implementation.

Recording on-the-job projects:

To earn IDUs in this category, you must describe in your application how this project added to your Innovation knowledge.

For any first-time work experience, it is likely that you will spend more time researching, designing, and implementing the new work product than the maximum available in this category. To record your time:

- a. List the work project(s) and the duration dates.
- b. Calculate the number of hours spent on the work project.
- c. If the time spent on the work project(s) exceeds the 30-hour maximum, request the maximum number of IDUs.

4. Research and Publishing (20 IDUs maximum)

You can earn IDUs in this category by conducting primary research on an Innovation-related topic and then writing and publishing the results of that research in a scholarly Innovation journal or publication. Your research must be independent of your regular job duties.

Examples of research and publishing that earn IDUs include:

- a. Solely writing an article that is published in a journal or periodical (10 IDUs).
- b. Making a significant contribution to a published text, such as a textbook (10 IDUs).
- c. Co-writing or editing an article or a chapter in a textbook (5 IDUs).
- d. Developing an Innovation video (5 IDUs).
- e. Writing and publishing a fact-based blog post covering subjects related to the Innovation field (1 IDU per post, a limit of (20) IDUs during three years' certification cycle) - must be approved by and published on GInI website.

Maintaining Your CInA® Certification

5. Writing Exam Questions (20 IDUs maximum).

You can earn IDUs by submitting questions for potential use on a GInI examination. GInI awards one (1) IDU for every two (2) exam questions accepted, with a limit of 20 IDUs during each three year certification cycle.

After your submitted exam questions have been accepted, GInI will send you a formal notice of acceptance and issue your IDUs.

GInI welcomes all certified practitioners to submit high quality questions to be considered as potential exam questions. This involves writing a series of questions and their associated answer choices aligned to a specific GInI certification. Submitted items go through a rigorous review process by a panel of GInI master trainers.

Terms & Conditions for Question Writers / Submitters

- 1. To be eligible to write and submit exam questions for a given GInI certification, the individual must be actively certified in that particular certification.**
- 2. One may submit proposed exam questions to GInI at any time. GInI accepts both electronically-formatted and hard copies of proposed questions.**
- 3. Questions are applied through GInI's professional membership portal under IDU submission.**
- 4. Questions submitted for prospective use on a GInI examination must apply to GInI's blueprint for that particular certification exam.**
- 5. Questions submitted to GInI become the sole legal property of GInI.**
- 6. Questions submitted must be the submitter's original work and cannot be copied from materials which are copyrighted, owned, or created by another individual or organization. Those submitting questions found to not be their own original work may incur severe administrative and legal penalties.**

For the purposes of confidentiality and security, those submitting questions to GInI must agree in advance that they will not disclose the content of any submitted question, submit them to other organizations, or use them for any other purpose. Similarly, they must also agree in advance to destroy all physical and electronic copies of submitted questions and scenarios, as well as any physical or electronic materials relating to them.

By submitting a question or scenario to GInI, the submitter is agreeing to these terms and conditions.

Credential Re-examination

If you have failed to achieve the necessary number of IDUs, you can maintain your current certification by retaking the certification exam again before the end of your 3-year certification cycle. You can also reinstate a lapsed certification by retaking the certification exam.

To retake the certification exam, reapply through [your account](#).

Note: the following are the guidelines for the re-examination.

- 1. Take the exam before your certification cycle ends.**
- 2. Re-certify only for your current certification type.**
- 3. Wait at least 12 months from your most recent certification date before retaking the exam.**
- 4. Adhere to the same exam-application policies and procedures and pay the same Exam Enrollment Fee as first-time exam takers.**

The Investment

Obtaining CInA [®] Certification	GInI Member	Non-Member
Exam Enrollment Fee	300 USD	350 USD
GInI Innovation Associate Reference Book (InARB)	75 USD	125 USD

Maintaining CInA [®] Certification	GInI Member	Non-Member
IDU Application Submission Fee Every 3 years cycle*	50 USD	100 USD

Refund Policy

If for whatever reason you fail to meet GInI's audit requirements for a particular certification, then you may either apply your examination registration payment toward a different certification that you qualify for, or else request a refund from GInI of the examination registration fee you paid, less a 100 USD processing fee.

(Refer to the Audit Process section of this guidebook for the details of GInI's audit process).

Wherever a different certification that you wish to pursue has a lower examination registration fee than the one you had originally applied for, you may either request a refund of the difference between the two, less a 100 USD processing fee, or else apply the difference as a credit toward a different GInI offering (with no processing fee).

GInI will NOT issue a refund if you have already scheduled an examination but then choose not to take it.

To request a refund, complete the Exam Refund Form found at the GInI Resource Center (<https://gini.org/gini-centers/resource-center> – under the 'Applications' tab) and email it to GInI at refund@gini.org.



Tel: +1 877 276 7701 | Email: gini@gini.org | Web: www.gini.org

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