GLOBAL INNOVATION INSTITUTE®



Guidebook

Certified Design Thinking Professional CDTP®

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 Design Thinking Professional (CDTP) is GInI's recognition of innovation professionals who have demonstrated an advanced understanding of the key topics relating to Human-Centric Design, Design Thinking, the Design Thinking process, and Design Methods.

CDTP certification affirms an individual's proficiency at this most crucial of innovation methods. This includes: the Human-Centered Design (HCD) philosophy, Design Thinking overall, the Design Thinking process, Points of View, Design Principles, Design Methods for Observation, Design Methods for Inquiry, Design Methods for Experimenting, Design Methods for Study, and the critical role of Prototyping.

Target Audience

CDTP certification is for professionals who desire or intend to take on the role of Innovation Specialist within a business, and thus wish to develop a deeper insight into the highly-critical Design Thinking approach to Innovation. This person will in many cases work as an internal consultant serving numerous Innovation Teams within a business, often as a part of the business' Core Innovation Group or Innovation Lab.

CDTP certification is also for anyone who simply wishes to demonstrate a deeper understanding of the Human-Centered Design philosophy, the Design Thinking process, and the affiliated Design Methods.

CDTP certification is intended for front-line professionals and mid-level managers with several years' experience working directly in Innovation. If one has less than two years' experience working in Innovation or a related area, they should first seek CInP certification and at least two years' experience working in Innovation or a related area prior to pursuing CDTP certification.

The training associated with CDTP certification is designed to impart a deep understanding of the core elements of Design Thinking, namely: the Human Centered Design philosophy; the Design Thinking process; and the many affiliated Design Methods - grouped into four groups designated as the Observe Methods, the Question Methods, the Experiment Methods, and the Study Methods. The training attempts to impart hands-on practice with select Design Methods so that they can be put to immediate use within one's business.

The CDTP Certification Process

1. Meet the Exam Eligibility Requirements:

a. Meet ONE of the following criteria:

• A Bachelors or Master's degree in Design Methods, regardless of experience.

• A minimum of 1 year of professional experience with a Master's degree or higher.

• A minimum of 2 years of professional experience with a Bachelor's degree.

• A minimum of 4 years of professional experience with less than a Bachelor's degree.

• Hold a CInP certificate plus a minimum of 1 year of professional experience.

b. Ownership of the GInI Applied Innovation Master Book.

2. Submit the Exam Application to GInI.

3. Pay the exam enrollment fee.

4. Await the application completeness review and approval by GInI - this may take up to 48 hours.

5. Receive the exam details from GInI.

6. Maintain your accreditation: You must earn 45 Innovation Development Units (IDUs) every 3 years or retake the CDTP exam.

CDTP Exam Information

1. The purpose of the CDTP exam is for you to demonstrate your knowledge and understanding of the CDTP body of knowledge.

2. GInI's standard method for administering exams is through computer-based testing (CBT). Paper based testing (PBT) is available under certain limited circumstances, and by special request.

3. The CDTP exam has 90 multiple-choice questions. These questions are placed in random order throughout the exam.

4. The passing score for the CDTP exam is 65%.

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 timer once you begin the exam. The exam timer will continue counting down even if your computer shuts down. Therefore ensure that you can remain undisturbed while taking the exam. If your network connection is lost, you can resume the exam where you left off once it is reconnected, but the timer will not pause during this time.

8. You will be able to navigate between the questions in order to go back to previously answered questions and review your answers.

9. For each question, there is only one correct response out of four responses given.

10. Once you submit your answers, you will immediately receive your Pass / Fail result.

11. Once you pass the exam, you can expect to receive your digital certificate within 7 business days.

12. If you fail the exam on your first attempt, you can retake it one (1) time at half price. Thereafter you can retake it as many times as you like, but doing so will be at full price

The CDTP Exam Blueprint

The CDTP Exam Blueprint identifies the proportion of questions from each chapter of the GInI Applied Innovation Master Book that will appear on the exam. The questions are derived by combining the overall evaluations of importance, criticality, frequency, and by converting the results into percentages. The percentages are used to determine the number of questions related to each chapter that appear on the exam.

CLUSTER	PERCENTAGE
Introduction of the design thinking (including Human-Centric Design)	10%
The Design Thinking Process	35%
Design Methods – Observe / Question / Experiment / Study	30%
Prototyping for Design Thinking	25%
Total	100%

CDTP Exam Content Outline

Introduction to Design Thinking
- Design Thinking Defined
- Some History - Good Design
- Some More History - The Leading Design Theories That Emerged
- Human-Centric Design - The Undergirding Philosophy of Design Thinking
- Reframing Problems - The Secret Sauce of Design Thinking
- The Impact of Design Thinking and Good Design on Business
- The Various Applications of Design Thinking
- When, Where, & How to Apply Design Thinking (& When, Where, & How Not To)
- The Procedural Approach to Design Thinking
- Design Methods - The Toolbox of Design Thinking
- Two Critical Skills in Design Thinking

The Design Thinking Process
- The Complete Design Thinking Process
- Problem Owning - Stating & Owning the Problem
- Problem Clarity - Unpacking & Reframing the Problem
- Empathize - Hypothesis Formation
- Business Experimentation
- Define - Hypothesis Convergence
- Stating the Point of View - Insights that Flow Out of Empathy
- Defining the Design Principles - Guiding Directives That Flow Out of Understanding
- Value Definition - Conceiving the Right Solution
- Solution Ideation
-Solution Testing
-Solution Convergence
- The Winning Value Proposition & Business Model
- Additional Considerations for HCD & The Design Thinking Process
- Post Design Thinking - Strategizing & Executing

Prototyping for Design Thinking
- The Role of Prototyping in Design Thinking
- The Benefits of Prototyping
- The Twelve Purposes of Prototyping
- Build to Learn
- Build to Empathize
- Build to Clarify
- Build to Think
- Build to Engage
- Build to Collaborate
- Build to Communicate
- Build to Compare
- Build to Iterate
- Build to Decide / Decision Prototypes
- Build to Test / Build to Prove
- Build to Inspire
- Prototype Types & Concepts
- Prototype With A Purpose - OFAT Testing
- Prototype Fidelity & Resolution
- Conceptual Prototypes
- Paper Prototypes
- Frugal Prototypes / Quick & Dirty Prototypes
- Scale Model Prototypes
- Appearance / "Looks-Like" Prototypes
- Wizard of Oz Prototypes
- Functional / "Works-Like" Prototypes
- Behavioral Prototypes
- Experience Prototypes
- User-Driven Prototypes
- Conclusions

CDTP Exam Content Outline

Design Methods • Overview of Design Methods • The Observe Methods • The Question Methods • The Experiment Methods • The Study Methods • Using Method Guides • Where to Apply Specific Design Methods in the Design Thinking Process • Developing the Insights Plan
The Design Thinker's Role in the Business • As an i-Coach / i-Mentor / Innovation Facilitator • As a Project Leader • Interacting With Other Functions • Leveraging this Role to Move Ahead
Integration • Recap of the Human-Centric Design Philosophy • Recap of Design Thinking - An Approach & A Process • Recap of Reframing for 10X Breakthrough Impact! • Recap of Becoming Masters of Empathy • Recap of the Design Methods / Where & How to Use Them Effectively • Driving to Optimal Solutions - The Innovator's End Game • Pulling It Together / Applying It

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 CDTP 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 CDTP certification is: 45 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 (40 IDUs maximum)

You can earn 40 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 CDTP 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 DUs).

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 CDTP 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.

Question-writing Guidelines

To determine whether or not a given topic can produce good exam questions, first ensure that the topic is covered in the corresponding certification examination blueprint.

Questions should reflect methods and practices which are currently in use in the field of innovation:

1. Questions must be formatted as multiple-choice questions having the following attributes:

a. The question "The stem"

b. The one correct answer "The key"

c. Three (3) additional incorrect answers "The detractors"

2. State the problem clearly. Examinees should understand exactly what is being asked of them. Use a question format rather than an incomplete statement format.

3. Use simple, precise, and unambiguous wording, and ensure that the wording is grammatically correct.

4. Present questions with positive phrasing and avoid using negative phrasing.

5. Use complete terms and spell out acronyms and abbreviations. Do not use abbreviations or acronyms that are not commonly used unless the question is explicitly intended to test that specific item of knowledge.

6. Each multiple-choice question is to have only one correct answer.

7. Ensure that the intended correct answer is clearly the best option from among the options presented.

8. Avoid making the correct answer appear materially different from the detractors, such as by being noticeably shorter or longer than the detractors. Maintain all answer options with relatively consistent appearance, complexity, and length.

9. Do not write questions that are based on textbook, verbatim phrasing, or that are based on the opinions of a single author or text. Examinees should not have to memorize a particular textbook in order to answer a question correctly.

10. Though questions can cite a textbook as a reference, the application of knowledge tested by the question should be universal in practice.

GInI's Question Review Process

GInI's Master Trainer Committee reviews all question submissions. Questions which meet GInI's criteria are then further reviewed by a working group of subject matter experts for possible inclusion on future certification exams.

Each question goes through several technical / editing reviews in order to verify its technical content, and to ensure that it:

a. is current and valid.

b. reads well without providing any clues as to the correct answer.

c. is capable of performing well on an examination.

Questions meeting GInI's high quality standards may be used on a corresponding GInI certification exam.

Whenever an edition of a certification exam is either created or updated, GInI will select from amongst these high quality questions to meet that examination's specifications, and to also achieve good distribution from amongst the relevant domains, topics, knowledge, skills, and tasks involved.

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 CDTP Certification	GInI Member	Non-Member
Exam Enrollment Fee	400 USD	500 USD

Maintaining CDTP Certification	GInI Member	Non-Member
IDU Application Submission Fee Every 3 years cycle*	75 USD	125 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.



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