

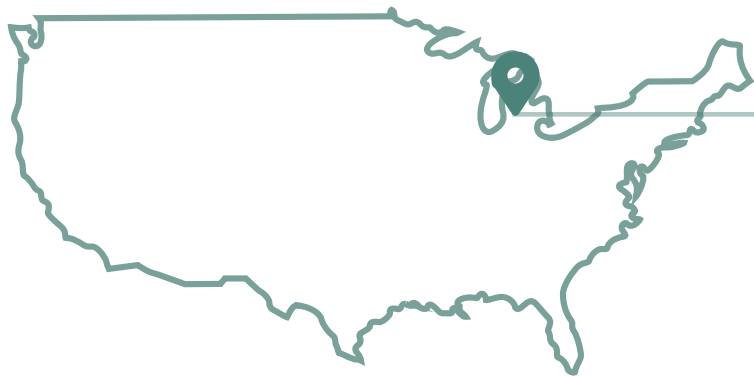
Global Innovation Institute Profile

About GInI



Founded in 2010 and launched in 2015

Innovation is the force that drives progress, and GInI stands at its very core. As the world's leading certification, accreditation, membership, and awarding body in Applied Business Innovation, GInI empowers individuals to grow and organizations to transform.



**GInI headquartered in
Grand Rapids, Michigan, USA.**

GInI sets the benchmark for innovation performance. And through its awards, it shines a spotlight on those whose achievements inspire others to reimagine what is possible.



Certification



Accreditation



Membership



Awards

GInI Board of Advisors



GInI Board of Advisors



GInI Board of Advisors





Advancing Innovation 2.0 and Beyond

GInI's mission is to redefine what innovation means for individuals, organizations, and the world — driving the leap to Innovation 2.0 and beyond.

At the core of this mission are world-class certifications, awarded only to professionals who:

- ✓ Meet rigorous standards of experience and education
- ✓ Succeed in demanding examinations
- ✓ Commit to ethical practice
- ✓ Maintain mastery through continuous innovation education

Top benefits of GInI Professional Certification



Competitive Advantage

GInI certification provides a decisive edge in the market



Recruiter Confidence

Recruiters trust GInI certified talent for their skills.



Performance Excellence

Managers see certified professionals consistently outperform.

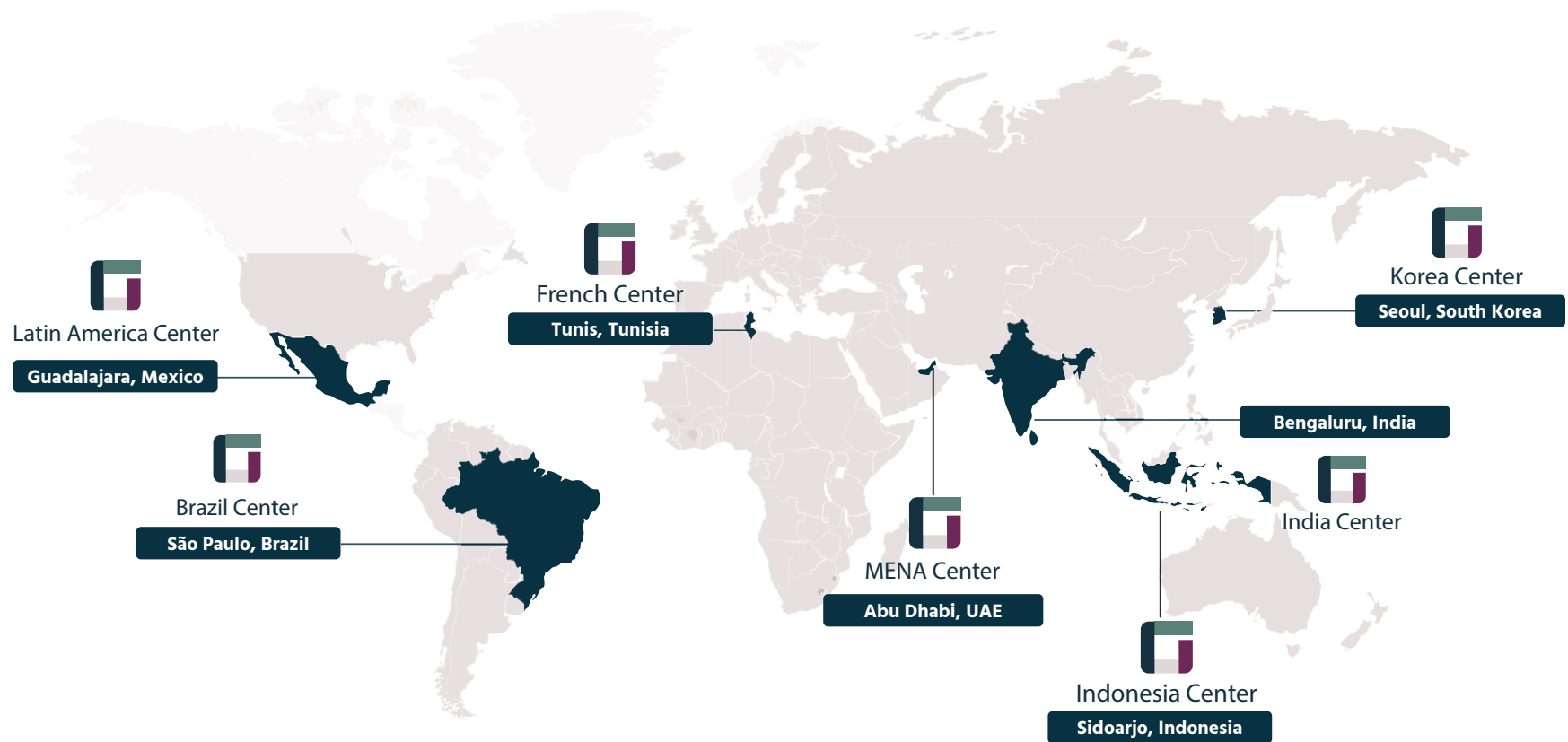
Setting the Global Standard



Innovation is no longer optional, it is imperative for survival. Nations, organizations, and individuals must all build innovation capabilities to thrive.

A world demanding innovation

GInI was established to make this possible on a global scale through its network of GInI Centers across diverse regions:





Strengthening Organizations, Advancing Professionals

Powering growth for organizations, advancing careers for professionals



Organizations gain systems, standards, and tools that fuel sustainable growth, market competitiveness, and long-term impact.



Individuals earn certifications that elevate their careers, enhance credibility, and secure global recognition.

Why it matters now

The speed of change leaves no room for delay. Technologies disrupt industries overnight. Adaptability defines competitiveness. GINI provides the essential lifeline for lasting relevance.



What Makes Gini Different

Applied. Practical. Unmatched.

The Applied Innovation Master Book (AInMB®) is the world's first and only comprehensive reference for business innovation. Developed by leading experts with decades of experience, it is globally recognized as the foundation for advancing the practice of innovation across organizations and industries.

The Applied Future Shaping Master Book (AFSMB®) is an authoritative resource that equips professionals and organizations with practical tools to anticipate emerging trends, navigate disruptions, and develop resilient strategies. It emphasizes foresight, adaptive strategy, and anticipatory innovation—critical capabilities for thriving in a rapidly changing global landscape.

The Innovation Associate Reference Book (InARB®) supports the Certified Innovation Associate (CInA®) program. It introduces university students to the fundamentals of business innovation and equips them with the knowledge and tools to begin their journey as capable innovators.



Designed for Leaders, by Leaders



Knowledge tested globally in real markets

Every GINI program is created and maintained by seasoned business professionals who have led the charge for innovation in real organizations. This ensures that every certification and standard reflects practical, market-tested knowledge, delivering immediate value and irreplaceable credibility in markets worldwide.



GInI Professional Certifications



Comprehensive. Rigorous. Trusted.

GInI certifications rigorously verify the qualifications of individuals and organizations. They affirm academic and professional expertise for individuals, and validate systems and practices that ensure organizations drive measurable innovation impact.

What makes GInI certifications distinct is their rigorous foundation:

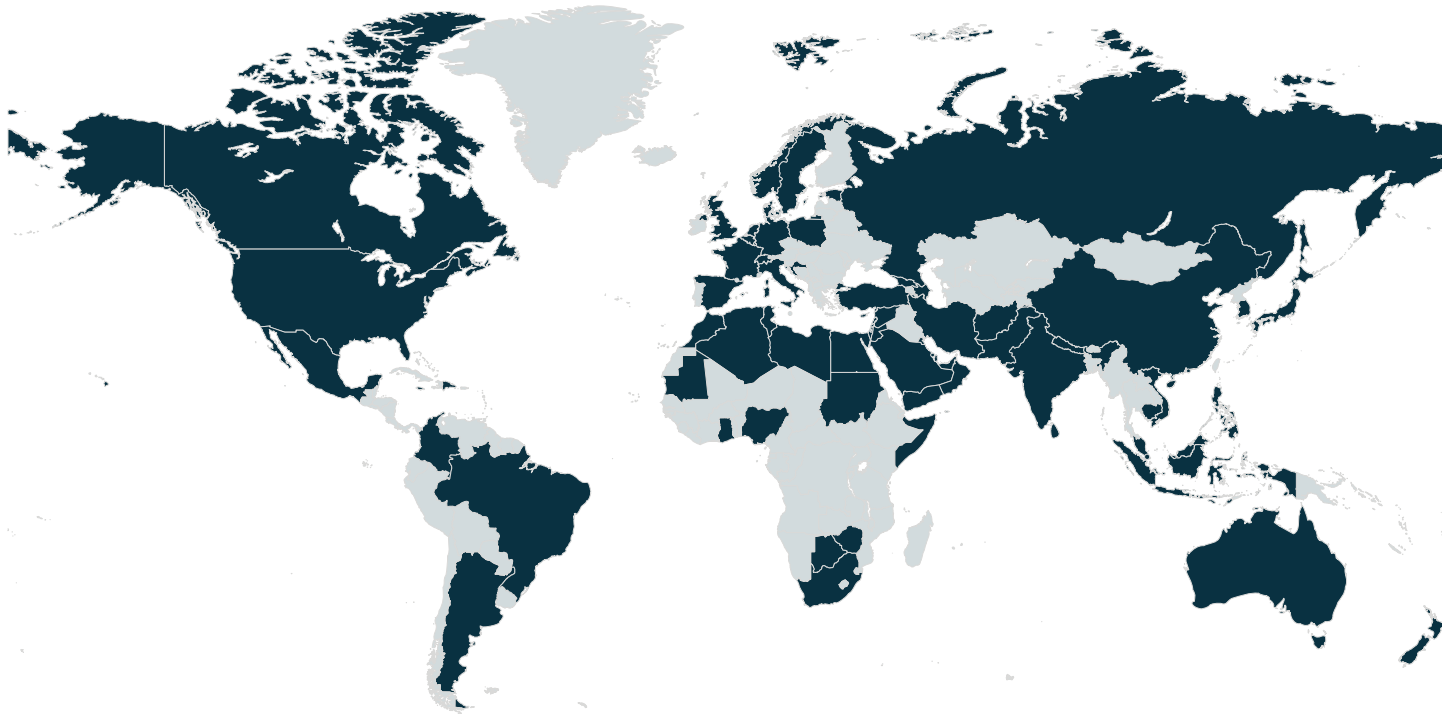
- ✓ Built on the globally recognized Role Delineation Study process, ensuring exams measure real-world competencies.
- ✓ Continuously updated to reflect the latest methods, tools, and strategies in applied business innovation.
- ✓ Recognized worldwide as a trusted mark of credibility and integrity for both individuals and organizations.
- ✓ Advance careers by boosting employability, visibility, and leadership opportunities.
- ✓ Empower organizations with certified teams that deliver stronger results and greater innovation impact.



GInI Certified Professionals



15,000+ certified innovators in 69 countries



Afghanistan
Algeria
Argentina
Australia
Azerbaijan
Bahrain
Botswana
Brazil
Cambodia
Canada
China
Colombia

Comoros
Croatia
Cyprus
Denmark
Dominican Republic
Egypt
Estonia
Georgia
Germany
Ghana
Hong Kong
India

Indonesia
Iran
Italy
Jamaica
Japan
Jordan
Kuwait
Lebanon
Libya
Luxembourg
Malaysia
Mauritania

Mexico
Morocco
Nepal
Netherlands
New Zealand
Nigeria
Norway
Oman
Pakistan
Palestine
Philippines
Poland

Qatar
Russia
Saudi Arabia
Singapore
Somalia
South Africa
South Korea
Spain
Sri Lanka
Sudan
Sweden
Switzerland

Syria
Tunisia
Turkey
United Arab Emirates
United Kingdom
United States of America
Vietnam
Yemen
Zimbabwe

<https://gini.org>

Innovating Across Industries

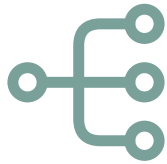


GInI-certified professionals are applying innovation everywhere.

From finance and technology to healthcare, government, manufacturing, energy, transportation, insurance, and consulting, GInI-certified professionals are driving real growth and impact across the global economy.



Finance



Technology



Transportation



Insurance



Healthcare



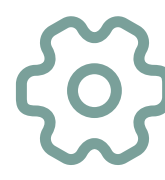
Energy



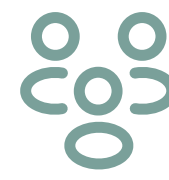
Consulting



Government



Manufacturing



Civic Service

GInI Business Accreditations



A measured and calibrated approach to innovation

Beyond certifying individuals, GInI accredits organizations through a rigorous, evidence-based process aligned with global standards. These accreditations operate on two levels: at the organizational scale, recognizing entire institutions for their innovation capacity, and at the program or unit scale within organizations, recognizing specific initiatives, labs, or training programs. Each accreditation is built on a tailored assessment, ensuring that innovation efforts are both present and measurably driving impact in their fields.





GInI Authorized Providers

GInI authorizes select consultancies, training firms, and universities, worldwide to deliver its certification and accreditation programs under strict global standards.

Benefits of authorization

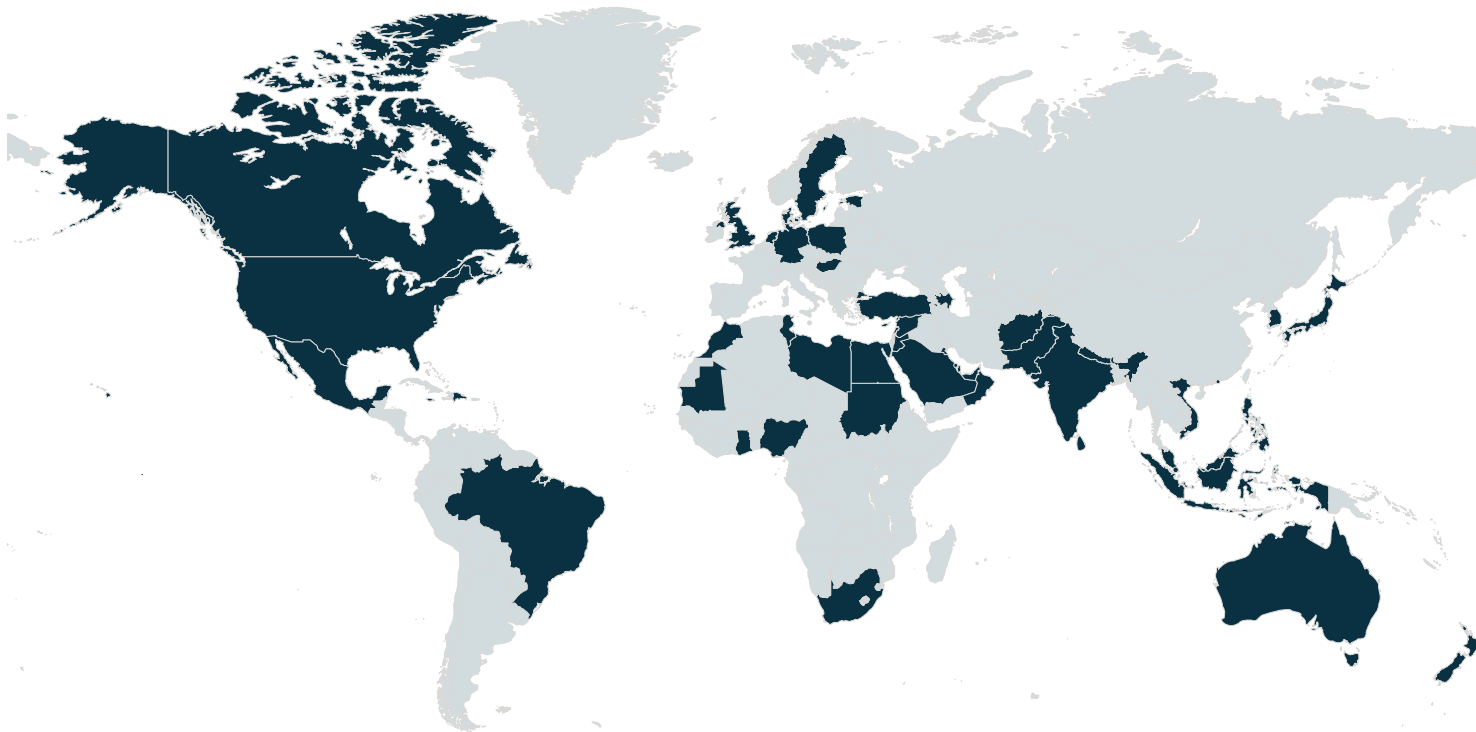
- ✓ Be recognized with the Official Authorized Provider Badge, signifying your alignment with GInI's standards and credibility.
- ✓ Feature your organization in the GInI Providers Directory, increasing visibility among individuals and organizations seeking innovation training and/or assessments.
- ✓ Obtain exclusive access to GInI's curriculum tools, frameworks, and training kits, empowering you to deliver high-quality programs.
- ✓ Earn the right to deliver exam-preparation training courses and award IDU credits, integrating your training with GInI's certification pathways.
- ✓ Receive ongoing support and updates via the Provider Portal, ensuring your offerings stay current, aligned, and effective.



GInI Authorized Providers



200+ providers in 62 countries



Afghanistan
Australia
Azerbaijan
Bahrain
Brazil
Canada
Cyprus
Denmark
Dominican Republic

Egypt
Estonia
Germany
Ghana
Hong Kong
India
Indonesia
Jamaica
Japan

Jordan
Kuwait
Lebanon
Libya
Malaysia
Mauritania
Mexico
Morocco
Nepal

Netherlands
New Zealand
Nigeria
Oman
Pakistan
Philippines
Poland
Qatar
Saudi Arabia

Singapore
South Africa
South Korea
Sri Lanka
Sudan
Sweden
Syria
Tunisia
Turkey

United Arab Emirates
United Kingdom
United States of America
Vietnam

GInI Copyrights & Trademarks



Protecting the standards of innovation

GInI's intellectual property forms the backbone of its authority in Applied Business Innovation. All programs, publications, and exams are protected under international copyright and trademark law, ensuring that GInI credentials remain globally trusted.

Copyrighted materials

- ©✓ GInI has produced and copyrighted the world's only comprehensive body of knowledge on business innovation – the **Applied Innovation Master Book (AInMB®)**.
- ©✓ GInI is the only innovation certification body worldwide to employ the **Role Delineation Study** process in establishing its professional certification examinations.
- ©✓ All certification exam content, outlines, and official GInI publications are copyrighted intellectual property of **Global Innovation Holding**, registered in the United States and other countries.
- ©✓ All GInI certifications, accreditations, and programs are registered **trademarks of Global Innovation Holding**, reflecting the exclusivity and authority of GInI's standards.

Discover the trademarked materials: <https://gini.org/home/copyright-info>

GInI Membership Program



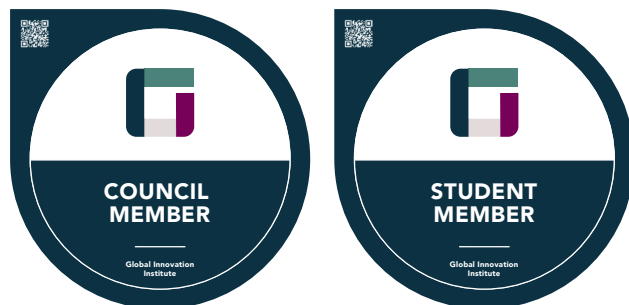
A community built for innovators at every stage

GInI's Membership Program connects individuals and organizations to a global network of innovation leaders. Whether as a Student Member, Council Member, or Corporate Member, each tier offers unique opportunities to learn, share, and grow.

Organizations



Individuals





GInI Member Benefits

Membership opens doors to knowledge, savings, and community

- ✓ Access to exclusive innovation **resources** and **publications**
- ✓ Connection to a global network of innovation **professionals and organizations**
- ✓ Discounts on GInI **certifications, accreditations**, and **events**
- ✓ Priority invitations to GInI **programs, webinars**, and **summits**
- ✓ Opportunities to contribute to **innovation research** and **global discussions**
- ✓ Enhanced **professional** and **organizational** credibility through GInI affiliation
- ✓ Eligibility to serve on the **Board of Trustees** at the Global Innovation Summit



Innovation for Everyone

GInI makes innovation learning accessible to everyone through its **free monthly webinars**, hosted by Executive Director **Anthony Mills**. These sessions deliver direct access to world-class experts who share actionable insights on leadership, strategy, and the future of innovation.

Notable guests have included **Tom Goodwin** on rethinking digital transformation, **Jennifer Kenny** on building innovation systems, and **Brian Solis** on customer experience in the digital age. **John Hagel** has shared insights on strategy and business ecosystems, while **Greg Satell** and **Kaihan Krippendorff** have explored innovation and growth strategy. Other leading voices such as **Elvin Turner** on leadership and change, **Stephen Shapiro** on organizational performance, **Cris Beswick** on innovation culture, **Susan Lindner** on strategic foresight, and **Faisal Hoque** on business transformation have also shaped the series.

Explore past webinars on demand, free and global: <https://gini.org/learning/gini-webinars>



Global Distinguished Innovator (GDI) Awards



Recognizing the world's best in innovation

Each year, GInI hosts the **Global Distinguished Innovator (GDI) Awards**, celebrating the individuals, organizations, providers, and chapters who set new benchmarks in innovation performance.

The awards span **10 categories**, recognizing excellence across professional leadership, organizational achievement, innovation enablers, distinguished chapters, and innovation providers.

The awards are presented during the Global Innovation Summit, where global innovation leaders gather to celebrate achievement, share knowledge, and inspire the future. Through **the GDI Awards**, GInI not only sets the global standard for excellence but also shines a spotlight on those whose achievements are shaping industries, societies, and the future.



Global Innovation Summit (GInS)



An independent stage for global innovation

The Global Innovation Summit (GInS), initiated by GInI, is an independent, cross-sector gathering where global leaders, technologists, researchers, and policymakers come together to shape the future through innovation.

Driving strategic alignment

GInS is more than a discussion, it is a platform for strategic collaboration and global alignment. Here, nations and industries work side by side to tackle complex challenges with scalable, inclusive solutions that move beyond ideas into action.

A hub of recognition

Alongside its role as a stage for dialogue and alignment, GInS is also where the world's top innovators are celebrated. Each year, the Summit hosts the GDI Awards Ceremony, where global excellence in innovation is honored before an international audience.



Success Stories



NayaOne is an open finance and innovation platform accelerating digital transformation for banks and fintechs. Partnering with GInI, it enables organizations to test, build, and deploy solutions more effectively.



Global Innovation Institute's professional certification program receives official endorsement from the **KSA Human Resource Development Fund**, reinforcing KSA's commitment to Saudi talent for achieving Saudi Vision 2030.



Global Innovation Institute partnered with the **QRDI Council of Qatar** to run the 2nd and 3rd Government Innovation Leaders Programs in the nation.



Oman's Institutional Innovation Guidebook, launched under Vision 2040 with GInI's framework, unifies innovation management across government sectors. It serves as a transformative model for sustainable, innovation-driven governance in the region.



GInI has expanded its Business Accreditations into **Azerbaijan**, recognizing a dynamic innovation ecosystem. Institutions including Yeni Fikir MMC, UNEC Startup Incubator, ADAU Innovation Center, SUP VC MMC, AzUAC Innovative Business Incubator, SABAH.HUB, BEU Technopark, and Yaradici Center earned accreditations such as ABI, AAP, AIInL, and CGInO.



GInI's globally-esteemed Board of Advisors launched GInI's newest program – 'Unleashing Genius: Activating High Impact Innovation In Your Organization' – a 12-week on-demand video training program featuring a broad diversity of perspectives and experiences.

Success Stories



GInI and **KAUST Innovation** embarked on a transformative partnership to empower small and medium-sized enterprises (SMEs) with a pathway to sustainable, high-impact growth through innovation.



Sagacious IP is a global leader in IP research and consulting, turning ideas into protected assets. Through GInI, it helps businesses safeguard and scale innovation worldwide.



Unlimited Media Instruments connects thought leadership with innovation ecosystems. In partnership with GInI, it amplifies innovation voices and bridges global best practices with regional markets.



GInI entered into a Business Partnership with **U+ of Silicon Valley** to offer U+'s Corporate Venture Building services – an all-encompassing service leveraging U+'s Startup DNA and Portfolio approaches to guide innovations through discrete stages from conceptualization to realization.



GInI has partnered with **HYPE Innovation**—now united with **Planbox**—to advance global innovation research and leadership. Together, they published the State of Corporate Innovation Report, uncovering key insights shaping the future of innovation management. This collaboration also produced the State of Global Innovation Survey, with a new 2026 edition set to launch under the joint **HYPE–Planbox banner**, alongside initiatives such as the global Women in Innovation event.

Success Stories



GInI partnered with **Marcus Evans** to co-sponsor its 11th Annual Strategy & Business Driven Innovation in R&D Conference – a global event highlighting successful product and service innovations being derived from Applied R&D transformations.



GInI entered into a Business Partnership with **Skild** of Los Angeles to offer Skild's Innovation Challenge° Service Platform – a program letting corporate leaders sponsor an unlimited number of innovation challenges globally to find out-of-the-box solutions to their new whitespace opportunities.



This collaboration between GInI and **Princess Nourah bint Abdulrahman University** has resulted in the establishment of a specialized diploma program in innovation, designed to equip students with the essential skills and knowledge required to thrive in today's dynamic innovation landscape.

GInI Subsidiaries



Testimonials



“Leveraging the GINI Innovation Models has accelerated my ability to create business value through marketing and innovation for the leaders and organizations I serve.”

Tracy Paddock Beam
CEO & Chief Transformation Officer at Strategic Transformation Partners



“I love that the GINI AIInMB is full of really useful tools, as well as information on when and how to use them. I highly recommend it to anyone embracing the topic of innovation.”

Bettina von Stamm
Director of Awards Program at Katerva



“Upon reflection awards and other forms of recognition are signposts that one is moving in a good direction. The GINI training focused and structured my creative thinking, and without trying afterwards new opportunities and experiences just started showing up out of the blue. A Very unexpected blessing.”

Peter Farrington
Principal Environmental Studies and Research Specialist

Testimonials



“The AIInMB leverages thinking from thought leaders to bring you the best practices for building capabilities across all the major elements of a proper innovation foundation.”

Braden Kelley
International Keynote Speaker / Design Thinking
Facilitator / Bestselling Author



“GInI’s programs are so helpful because they don’t tie you down to a single approach but rather provide a firm foundation across a broad array of techniques.”

Greg Satell
Author of Mapping Innovation & Cascades



“GInI provides the most comprehensive and insightful content in the innovation domain, making it an essential reference for anyone embarking on their innovation journey. Its structured approach uniquely equips professionals with the tools and mindset necessary to drive meaningful change “

Mohamed Negm
Sr.Manager Of Innovation TAM



“The Global Innovation Institute is highly considered in academia and business. It is exciting and humbling to be involved.”

Dr. Justin James Kennedy
TEDx Speaker, Author, Executive Coach, Psychologist,
Leadership Coach, Career Coach, Public Speaking Coach

Testimonials



"GInI sets the global benchmark for innovation excellence.

The certification not only deepened my strategic understanding of innovation pathways and vehicles but also equipped me with powerful tools to lead transformational growth in today's competitive world."

Shahriyar Mammadli
Education Manager at CODE ACADEMY



"Becoming GInI certified is a transformative step in my professional journey. The certification process deepened my understanding of innovation frameworks and gave me the tools to drive meaningful change within my organization. I highly recommend GInI for anyone looking to lead innovation with confidence and impact."

Mohammad J. Baker
Senior Principal at Elm Company



"GInI certifications have been instrumental in fostering a deeper understanding of innovation management and strategic thinking. The comprehensive frameworks and practical methodologies they provide empower professionals to translate ideas into impactful solutions.

Their services and events create valuable networking opportunities, connecting like-minded individuals dedicated to advancing innovation across industries. GInI's approach aligns well with global best practices, making their certifications a strong asset for anyone looking to lead innovation in today's fast-evolving business landscape."

Burhan Zain K Fakhurji
CEO at x Genome Biotech Company



Take the Next Step with GInI

Innovation waits for no one. Whether you are an organization seeking to embed innovation at the core of your strategy or an individual aiming to advance your career and credibility, GInI provides the certifications, standards, and global community you need to succeed.

Partner with us today to:

- ✓ Accelerate organizational growth through globally recognized accreditation programs.
- ✓ Elevate your career with industry-leading certifications trusted worldwide.
- ✓ Join a global network of innovators shaping the future of business, government, and society.

Visit <https://gini.org> to explore our programs, or contact us to begin your journey with GInI today.