

DESIGN THINKING FOR INNOVATION

OVERVIEW

SESSION HIGHLIGHTS

EXPECTED OUTCOMES

PROGRAM OUTLINE

1 OVERVIEW

This workshop is based on a simple 5-step process to enable any person to become an effective innovator in the workplace. It uses a relatively new technique called 'Design Thinking', originating from the Stanford University Design School, which is used globally by the top innovative companies, both large and small.

Focus is on making design decisions for products, services or processes based on what customers really want. It allows people who aren't trained as designers to use creative tools to address a vast range of challenges.

2 SESSION HIGHLIGHTS

- An action packed day of curated activities, building up skills and knowledge, of the design thinking process
- Learn how to deeply empathize with the customer's needs
- Walk away with a toolkit, on how to be innovative in the workplace

3 EXPECTED OUTCOMES

- Immediately use the innovation techniques learnt, in everyday situation and challenges back in the workplace
- Apply, learn and practice, the methods and mindset of design thinking. This results in increased participant confidence in their creative abilities

4 THE PROGRAM



❖ *Overview to the Design Thinking Process*

❖ *Frame a question* - identify a driving question that inspires others to search for creative solutions



❖ *Gather inspiration* - inspire new thinking by discovering what people really need



❖ *Generate ideas* - push past obvious solutions to get to breakthrough ideas

❖ *Make ideas tangible* - build rough prototypes to learn how to make ideas better



❖ *Test to learn* - refine ideas by gathering feedback and experimenting forward



❖ *Share the story* - craft a human story to inspire others toward action