

Innovating Through Design Thinking

AUDIENCE

FL Front-Line Leaders

LL Leaders of Leaders

FORMATS

In-Person: 6.5 hrs.

Virtual: 2 hrs. x 3 Sessions

“Before you are a leader, success is all about growing yourself. When you become a leader, success is all about growing others.”

This interactive and powerful workshop helps participants apply the behaviours and creative thinking skills that lead to new solutions for improved outcomes. Design Thinking is a problem-solving technique that is used to design products and services based on understanding the needs of the people that will be using the product or service.

Participants will learn to:

- Establish the right context for the design thinking process
- Practice and apply creativity and innovation to problem-solving and new idea generation
- Leverage innovation methodologies for turning ideas into actions and results.

Design Thinking in a Nutshell:

- Identifying a question or problem within a company.
- Look at what solutions already exist.
- Use those and the knowledge of your users (empathy) to arrive at potential solutions.
- Build a prototype.
- Gather feedback on your prototype from employees and, more importantly, from users.
- Make required changes to your prototype until you satisfy the users.

Jack Welch



BUSINESS IMPACT

1 Design-driven companies have outperformed the S&P Index by 219 per cent over 10 years.

2 Design-led firms have more loyal customers, react more quickly to customer feedback and innovate more frequently.

3 71% of organizations that practice design thinking report it has improved their working culture on a team level.

4 Design-led firms are 62% more likely to have tools and systems in place to test ideas with customers and act quickly on feedback.

5 Design-led firms consciously put the customer first, creating an emotional bond with customers that fuels innovation.

6 Participants develop new approaches for earning and continuously enhancing trust with all organizational stakeholders.

Innovating Through Design Thinking

AUDIENCE

FL Front-Line Leaders

LL Leaders of Leaders

FORMATS

In-Person : 6.5 hrs.

Virtual: 2 hrs. x 3 Sessions

Each session and the overall learning journey can be expanded and fully customized.

Prework

- Workplace Situation Identification
- Reflection Exercise

Introduction to Design Thinking

- Creativity and Innovation
- Design Thinking Stages
- Design Thinking Process

Workshop

Intersession Activity**

Ideation

- Asking Why, What if, and Why not
- Idea Generation Methods
- Design Thinking Application Activity

Intersession Activity**

Implementation

- Design Thinking Activity: Rapid Prototyping
- Failing forward

Post-Work

- Action Planning
- 30-60-90 Day Action Plan Reviews *
- Virtual, Group Touchpoint Session *