

At a glance

90 minute workshop

Available for 20 to 200* people

Groups seeking experiential awareness about *design thinking*

Delivered by an ExperiencePoint trained Facilitator

*more than 200 please contact us

Sample Agenda

30 mins **Inspire New Thinking**
How Might We...
Extremes

30 mins **Imagine Solutions**
Many Ideas
Single Idea

30 mins **Implement New Ideas**
Prototype
Feedback

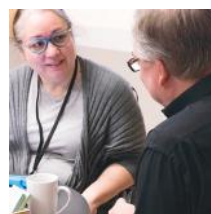
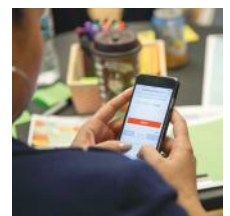
Experience a better way to innovate.

ExperienceInnovation™ | Aware introduces your people to essential *design thinking* techniques, mindsets and behaviors in a hands-on format. This 90 minute workshop highlights how to bring creative habits like deep user empathy, radical collaboration and rapid experimentation to one's work every day.

As a result, your people will develop an awareness of and support for *design thinking* as an approach to problem solving. Our workshop will also help your people provoke fresh ideas to address a meaningful challenge or opportunity.

Outcomes

- An introduction of *design thinking* into your culture through a shared experience
- Awareness of the tools and techniques of the world's leading designers
- A compelling case for putting customers/humans at the center of all problem solving efforts
- Understanding of how leaders can enhance and model innovative behavior



To learn how we're helping organizations like yours, please contact us.

ExperiencePoint



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At a Glance

½ or 1 day workshop

Available for 12 to 200 people

Used in training development programs, project kickoffs, conferences and events

Delivered by an ExperiencePoint trained Facilitator

Experience a better way to innovate.

ExperienceInnovation™ | Learn steps your people through the essentials of a four-month innovation project in an engaging half-day or full-day workshop. Teams tackle a realistic design challenge while applying the three phases of *design thinking*.

ExperienceInnovation™ | Learn teaches people how to identify challenges that are human centered, observe users to build empathy, form unique user insights based on observations and create learning-oriented experiments. As a result, your people will develop an awareness of and support for *design thinking* as an approach to problem solving. Our workshop will also provide the opportunity to practice the skills to tackle a *design thinking* project from start to finish and encourage individual commitment to personally practice *design thinking* techniques.

Sample Agenda

30 mins **Design Thinking Intro**
Case for innovation
Power of *design thinking*

90 mins **Phase 1: Inspire**
Define the Challenge
Observe Users
Form Insights

45 mins **Phase 2: Ideate**
Frame Opportunities
Brainstorm Ideas

60 mins **Phase 3: Implement**
Prototype Ideas
Design Experiments

10 mins **My Commitment**
Commit to practice
Share next step to advance understanding

Outcomes

- Develop a common language for innovation
- Put customers at the center of design efforts
- Grow nascent ideas into powerful solutions
- Integrate *design thinking* into your work culture



To learn how we're helping organizations like yours, please contact us.

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