

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

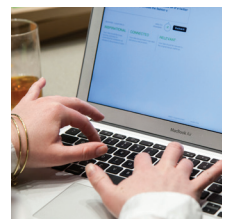
45 mins **Phase 2: Ideate**
 Frame Opportunities
 Brainstorm Ideas

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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