

# Innovate Through Design Thinking

Harness your creative genius to develop a strategic edge that delivers tangible results.

**A 3-day training program for visionary leaders and their teams.**

Design thinking is a dynamic tool to innovate that combines the creative mindset and processes that designers use, with rigorous business practices. Employed by companies such as Mc Donalds and Proctor and Gamble to re-invent themselves, design thinking is being hailed around the globe as the next competitive advantage.

Our program guides you through an enlightening process that enables you to connect with your own creativity, giving you the tools to generate original ideas and convert them into cutting edge strategy, products, systems and services.

You'll gain hands on experience using our 6-step innovation model, and learn practical methodologies to design dynamic solutions that produce winning results. You'll also learn how to establish an inspiring environment where creativity and idea-generation can flourish.

## FOCUS

- Use design thinking to approach things differently in turbulent times
- Techniques to get into the creative zone and have great ideas
- Engage the whole brain to create visionary solutions
- Learn how to unleash and harness your own creativity
- Build team rapport through creative collaboration
- Get hands-on experience using innovation methodologies
- Apply your new skills to a real-life work challenge

## BENEFITS

- Generate cutting edge ideas that drive innovation
- Learn the design thinking way to innovate
- Experience the delight of reconnecting with your creative self and collaborating creatively with your team
- Walk away inspired, re-invigorated and with fresh insights around a current work challenge

**"We found the design techniques that Deborah promotes useful and key in certain situations to unlock great ideas. Definitely recommended."**

Kalash Mohan  
**Senior Advisor, NZ Ministry of Health**

**"Great focus on techniques to shift paradigm, unleash creative ideas, and convert them into actions."**

David Hollis  
**National Marketing Manager, Targus**

## LEARNING APPROACH

The program uses an exploratory action-learning model that is team-based, practical and highly interactive. It is designed to help each participant explore a real-life business challenge and helps build creative capacity and rapport within your team.

## PROGRAM CONTENT

We tailor each workshop to suit your unique requirements. Below is a typical 3-day workshop

### DAY 1

#### UNLEASH YOUR CREATIVE GENIUS

- Innovation and business trends in 2010
- The design thinking technique to have ideas
- Gaining clarity and identifying opportunities in turbulent times
- The neuroscience of creativity
- Unleashing your creative genius
- Tools to foster creative collaboration at work

### DAY 2

#### INNOVATE USING DESIGN THINKING

- Dynamic approaches to research
- Developing empathy with stakeholders
- Techniques to get into the zone and have great ideas
- Tools to engage the whole brain to create visionary strategies
- Internal techniques -reflective practise and incubation time

### DAY 3

#### GENERATE CUTTING EDGE STRATEGY

- Project evaluation and development tools
- Rapid prototyping
- Major team-based project
- Presentations of project
- Feedback and review
- Implementation plan - embedding design thinking and innovation in your team

"Your course is one of the best I have attended for years. Very inspirational".

Jeff Bourne

Product Manager, Australian Unity Investments

#### PRE PROGRAM

Prior to the program each participant will be asked to identify a workplace challenge that would benefit from a fresh approach and can be workshopped during the program.

#### POST PROGRAM

To ensure the learning is embedded on your work practises, we also offer optional follow-up coaching and implementation skills training.

#### YOUR PROGRAM DIRECTOR

##### DEBORAH KNEESHAW



With over 20 years at the pointy end of the design industry behind her, Deborah pioneered the use of design thinking as a strategic business tool in Australia. Over 200 business leaders (from organizations such as Westpac, Qantas and Optus) learnt how to use design thinking to innovate on her AGSM program, where she was an adjunct faculty member from 2005-2009. Her team present seminars internationally, for clients including Adshel, The Australian Museum, and the NZ Ministry of Health.

Contact us to discuss your in house program now! Call 02 9314 5674

Open enrolment program August 2010