

ExperienceInnovation

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In today's economy, innovation is as essential as it is difficult.

Corporate cultures capable of “inventing the future” are rare, but the emerging discipline of *design thinking* - honed by the celebrated innovation consultancy IDEO - provides people with the tools and techniques to think differently, see new opportunities, and create innovative solutions with impact.

ExperienceInnovation™ In a Nutshell

ExperienceInnovation™, is an expert-guided innovation simulation that reveals the fundamentals of IDEO's human-centered design approach.

ExperienceInnovation™ challenges participants to flex their creativity to solve a realistic and complex design challenge. In the process, teams will engage with the terms, techniques and thought patterns of successful innovators.

ExperienceInnovation provides participants with the opportunity to rapidly experience *design thinking* and key innovation concepts in a dense timeframe. Within a four-hour workshop, participants will come away with a real experience in *design thinking*, and the ability to apply these principles to the business challenges of today.

With an expert leading competing teams through the process, *design thinking* techniques are introduced and explored as needed. Questions are addressed in the moment and points are allocated to focus attention on key, counter-intuitive innovation concepts and behaviors.

Four months in four hours.

Participants work in teams to tackle a realistic innovation project. By stepping through the *design thinking* innovation process and stripping away the superfluous, the simulation delivers the essentials of a four-month innovation journey in a half-day workshop.

Screw up royally, no one gets hurt.

Because *design thinking* isn't like traditional problem solving, it's natural for people to trip up early and often. ExperienceInnovation™ offers the right amount of safety - immediate feedback for learning purposes, without real jobs or company resources at stake.

Focus on what matters.

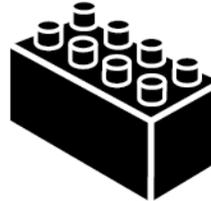
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Module Placement, Program Fit, and Value



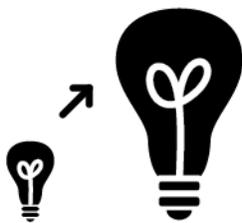
Conferences & Events

At an offsite, ExperienceInnovation helps people discover the value of design thinking in a focused and fun way.



Talent Development Programs

ExperienceInnovation is a “plug & play” innovation module for clients’ new or existing professional development programs.



Scaling Innovation Capability

As a simple, scalable, and effective tool, ExperienceInnovation helps clients spread design thinking know-how broadly.



Project Kickoffs

At the start of a project, ExperienceInnovation is an effective means of quickly ramping up client awareness and appetite for design thinking.

- ExperienceInnovation™ is a natural fit for learning initiatives covering strategic decision making, strategic thinking and creative problem solving by giving participants the opportunity to exercise these capabilities in a safe space.
- ExperienceInnovation™ works well in custom programs for broad organizational and leadership development, and specific initiatives in product, process, system, strategy innovation.
- ExperienceInnovation™ acts as a catalyst for critical conversations, creating a shared understanding of where teams are with a project, where they need to get people to, and how they’re going to do that.
- The simulation holds up a mirror to a team or company’s existing culture and any impediments it may present.
- When used in organizations with process oriented cultures or technical audiences, ExperienceInnovation presents a framework and repeatable methodology around innovation.
- By using ExperienceInnovation™ prior to an innovation initiative, participants and teams surface their existing reflexes, mindsets, and behaviours around innovation, collaboration, and problem solving. This quickly reveals where more work is needed. It is also a fun, engaging way to break the ice and set the tone for the rest of the innovation initiative.

As a capstone learning & development experience, ExperienceInnovation™ helps people practice what they have learned in a risk-free environment, solidify learning transfer, identify where more work is needed, and the experience serves as a natural pivot to application commitments and action-learning projects.

Who should attend an ExperienceInnovation™ workshop?

ExperienceInnovation will benefit anyone who is keen to connect deeply with their customers, transform insights and data into actionable ideas, or create and implement new solutions with business impact fast and effectively. No thick-rimmed glasses or turtlenecks required.

Learning Outcomes

ExperienceInnovation will enable leaders to:

- See new opportunities for innovation around them.
- Connect deeply with internal and external customers.
- Transform insights and data into actionable ideas.
- Create and implement new solutions with business impact, faster with more effectively.
- Begin to create a culture of innovation within their teams.

