

## At a Glance

2 day workshop

Available for 15 to 200 users

Explore gnarly challenges in a new, structured way

Challenge organizational knowledge and assumptions

Build internal innovation muscles

Shift culture through application to real projects

Delivered by an ExperiencePoint trained Facilitator

## Experience a better way to innovate.

ExperienceInnovation™ | Apply accelerates your people's journey toward *design thinking* mastery by having them apply new techniques and mindsets in cycles of graduating complexity with graduating risk. Your real organizational challenge becomes their focus for a two-day sprint that includes field work with live customers!

ExperienceInnovation™ | Apply combines digital, video, and physical tools to guide people through a journey of uncovering new insights. From observing users to build empathy and creating learning-oriented experiments, to conducting user interviews and transforming insights into opportunities, your people will apply the skills necessary to approach problems in a more meaningful and impactful way.

## Outcomes

- Make meaningful progress on real challenges
- Develop a common language for innovation
- Capability and confidence with essential design approaches
- Produce new insights for stubborn challenges
- Integrate design thinking into your work culture

## Sample Agenda

### Day 1

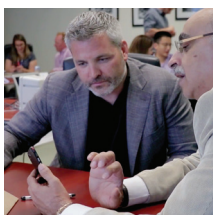
AM ExperienceInnovation Simulation

PM Conduct User Research Form Insights

### Day 2

AM Form Insights Frame Opportunities

PM Brainstorm Ideas Plan Experiments



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

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