

## 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*.

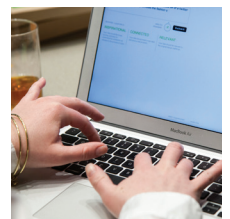
ExperienceInnovation™ | Learn teaches people how to identify challenges that are human centered, observe users to build empathy, form unique user insights based on observations and create learning-oriented experiments. As a result, your people will develop an awareness of and support for *design thinking* 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.

**ExperiencePoint**

20 Duncan Street, Suite 200  
Toronto, ON, M5H 3G8  
+1 (416) 369-9888  
[www.experiencepoint.com](http://www.experiencepoint.com)  
[info@experiencepoint.com](mailto:info@experiencepoint.com)

