




## ExperienceInnovation™ Product Comparison

	Aware	Learn	Apply
Time	90 min to 2 hrs	4 to 7hrs	2 days
Audience	Everyone	Aspiring and Experienced Leaders	Project Teams
Technology required	Individual Mobile Device	Team Laptops	Team Laptops
Exposure to <i>design thinking</i>	✓	✓	✓
Expert-led discussion	✓*	✓	✓
Hands-on practice	✓	✓	✓
Technology-enabled innovation simulation		✓	✓
New insights into your customer's needs			✓
Degree of application to your real work			
Outcomes	Awareness of key <i>design thinking</i> habits that bring creativity to work.	Meaningful practice with skills to tackle <i>design thinking</i> projects from start to finish.	Meaningful progress on a real innovation challenge using <i>design thinking</i> .

\* ExperienceInnovation | Aware can be led by a *design thinking* generalist too!