




ExperienceInnovation™ Product Comparison

| | ExperienceInnovation Aware | ExperienceInnovation | ExperienceInnovation Apply |
|--|--|---|---|
| Audience | Sponsors Everyone | New leaders Experienced leaders | Project teams |
| Exposure to <i>design thinking</i> methodology | ✓ | ✓ | ✓ |
| Facilitator-led by a <i>design thinking</i> expert | ✓ | ✓ | ✓ |
| Hands-on practice of <i>design thinking</i> tools and behaviors | ✓ | ✓ | ✓ |
| Technology-enabled innovation simulation | | ✓ | ✓ |
| New insights into your customer's needs | | | ✓ |
| (Degree of) Application of <i>design thinking</i> to your business challenge |  |  |  |
| Outcomes | Hands-on introduction to <i>design thinking</i> to create awareness of and support for design thinking projects. | Hands-on experience with skills to tackle <i>design thinking</i> projects from start to finish. | Hands-on application of <i>design thinking</i> process to a real innovation project. |



ExperienceInnovationTM Skills

| | ExperienceInnovation Aware | ExperienceInnovation | ExperienceInnovation Apply |
|--|-------------------------------|----------------------|-------------------------------|
| Finding inspiration in extremes | ✓ | ✓ | ✓ |
| Brainstorming solutions | ✓ | ✓ | ✓ |
| Storyboarding as a means of prototyping | ✓ | ✓ | ✓ |
| Identifying challenges that are human centered | | ✓ | ✓ |
| Observing users to build empathy | | ✓ | ✓ |
| Forming unique user insights based on observations | | ✓ | ✓ |
| Creating learning-oriented experiments | | ✓ | ✓ |
| Defining challenges for innovative problem solving | | | ✓ |
| Finding inspiration in analogs | | | ✓ |
| Conducting user interviews | | | ✓ |
| Transforming insights into opportunities | | | ✓ |



ExperienceInnovationTM Outcomes

| | ExperienceInnovation Aware | ExperienceInnovation | ExperienceInnovation Apply |
|--|-------------------------------|----------------------|-------------------------------|
| Awareness of and support for design thinking as an approach to problem solving | ✓ | ✓ | ✓ |
| A commitment to personally practice design thinking techniques | | ✓ | ✓ |
| Fresh ideas to address a meaningful challenge or opportunity | ✓ | | ✓ |
| Skills to tackle a design thinking project from start to finish | | ✓ | ✓ |
| New insights into your customer's needs | | | ✓ |
| Nascent solutions that can be explored to create real value | | | ✓ |