

Design Thinking Workshop



Audience

Small groups, teams

Objective

Learn how to utilize Design Thinking to solve difficult business issues, and apply the Breakthrough! model to turn ideas into action.

Description

Apply a proven philosophy of innovative thinking and problem solving to keep up with the pace of change in business. Innovation is at the top of the strategic priority list for companies today. A recent Accenture study of 500+ executives showed more than 70 percent include innovation as a Top Five priority.

Successful innovation enables organizations to respond to rapid changes in their environments and allows you to be more customer-centric. Whether you are trying to create a new product, establish a new service, design an experience, figure out a new operation or process, delineate a new sales strategy, or productize a service, Mariposa's *Breakthrough!* model can be applied.

The *Breakthrough!* model for design thinking emphasizes idea-to-innovation in four steps:

1. Empathy
2. Brainstorming
3. Prototyping
4. Implement

Those leading a team or participating on a team tasked with solving challenging business issues will benefit greatly from this workshop.

Workshop Outcomes

- A clear process, based on Design Thinking principles, for innovating and solving problems in new ways within your organization.
- An understanding of how Design Thinking influences your leadership style and your team's ability to solve "wicked" problems.
- Audience members will not only leave with tools to catalyze idea generation but will use the *Mariposa Design Doing Kit* (real materials) to make a prototype they can take with them.

Workshop Details

- The workshop is facilitated by Mariposa Leadership – a premier provider of leadership coaching for executives and managers for over 24 years.
- The Design Thinking workshop can be held virtually, over Zoom or VC of your choice, in a 2 hour format, or onsite in 2 or 4 hour format, or full day.