

# "Four hours that could change your life!"

Alison Drewell, VP Retail, VF Corporation



## Design Thinker™ | Experience Innovation

In today's economy, **innovation** is as essential as it is difficult.

Corporate cultures capable of "inventing the future" are rare, but the emerging discipline of **design thinking** - honed by the celebrated innovation consultancy **IDEO** - provides people with the tools and techniques to think differently, see new opportunities, and create innovative solutions with impact.

Mastering design thinking requires practice. And regardless of role or level in an organization, one's journey should start with **Design Thinker**, an expert-guided innovation simulation that reveals the fundamentals of IDEO's approach. Based on ExperiencePoint's award-winning platform, Design Thinker builds innovation confidence and competence.

### Four months in four hours.

In Design Thinker, people work in teams to tackle a realistic innovation project. By stepping through the Design Thinking Innovation Process and stripping away the superfluous, the simulation delivers the essentials of a four-month innovation journey in a half day workshop.

### Screw up royally, no one gets hurt.

Because design thinking isn't like traditional problem solving, it's natural for people to trip up early and often. Design Thinker offers the right amount of safety - immediate feedback for learning purposes, without real jobs or company resources at stake.

### Focus on what matters.

With an expert leading competing teams through the process, design thinking techniques are introduced and explored as needed. Questions are addressed in the moment. And points are allocated to focus attention on key, counter-intuitive innovation concepts and behaviors.



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Design Thinker workshops give people the tools and techniques that organizations need to create the future.

To learn more, please contact:



3800 Victory Pkwy.  
Cincinnati, OH 45207  
513.745.3190

[www.innovation.xavier.edu](http://www.innovation.xavier.edu)  
[xinnovate@xavier.edu](mailto:xinnovate@xavier.edu)

