



DESIGN THINKING JUMPSTART

Rapidly build the skills and confidence to apply a new innovative toolkit



DURATION : 1/2-FULL DAY



PARTICIPANTS : 12-40



FOR ANY ROLE/ANY LEVEL

Innovation is an essential survival skill for leaders and organisations in today's rapidly changing marketplaces.

The most successful companies understand that achieving continuous innovation and growth means equipping people with the tools to think and work differently. **Design Thinking** is a human-centered innovation methodology used by some of the world's most consistently innovative companies. It enables people to more deeply understand customer needs, identify market opportunities, and rapidly develop new products and services before competitors.

TreeHouse Innovation's **Design Thinking JumpStart** is a fast-paced, highly interactive half to full-day* learning experience that gives participants a strong practical grounding in the tools, process and mindsets of Design Thinking.

* Ask us about our customised multi-day sessions



SKILLS YOU'LL BE LEARNING

You will gain a new way of thinking about innovation along with a practical toolkit you can use and share with your teams. Topics addressed include:

- Identifying unmet user needs
- Ethnographic research techniques
- Opportunity framing
- Brainstorming and lateral thinking
- Rapid prototyping
- Experimentation



STOP TALKING, START DOING

Just as you can't teach someone to swim without getting in the water, innovation requires teams to jump in with both feet.

A TreeHouse Jumpstart gives teams a shared process and language for creative problem solving, and helps them quickly gain real experience they can apply in their day-to-day jobs.



BOTTOM LINE IMPACT

Design Thinking provides a strong framework for building a culture of innovation and can increase your ability to:

- Recognise clients' current and future needs
- Develop viable new revenue streams
- Implement solutions that have bottom line impact
- Increase organisational agility and employee engagement

"Great session and very simple way to explain a powerful methodology"

VP, Schneider Electric

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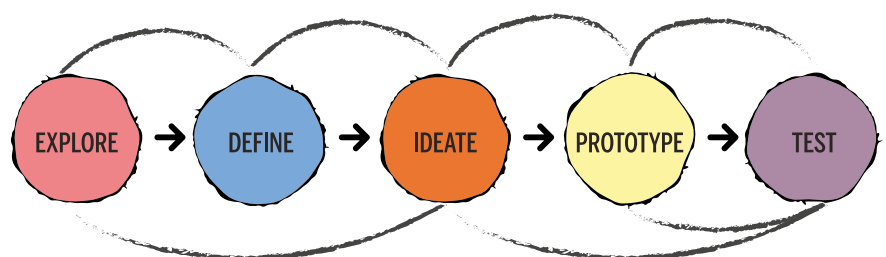
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DESIGN THINKING MODEL



CONTACT US TO LEARN MORE ABOUT HOW WE CAN HELP, PLEASE CONTACT US TODAY

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