



# Bringing ExperienceInnovation™ to your organization!

in collaboration with IDEO

*Innovation Training Which brings great solutions to life.*



Creating great solutions is **exhilaratingly difficult**. Too often, seemingly good ideas fail to excite customers, leaving organizations emotionally and financially exhausted. A paradox has emerged as a result: leaders demand “innovative ideas”, but because risk-aversion infects decision-making, their organizations end up delivering mediocre solutions.

Leaders which resolve this paradox do things differently. Their innovation efforts start with deep understanding of their customers. They check their logic as well as their gut. And they’re able to quickly generate and test numerous ideas, learning their way into solutions which are **desirable** for users, technically **feasible** and financially **viable**.

**They’re the Innocroea, those with the instincts to create great solutions and the reflexes to make them a reality.**

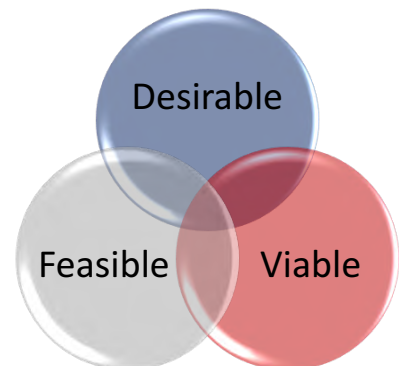
Today’s demanding business world favors organizations like these, the ones that can bring new solutions to the masses in a way which seems effortless. With the right process, experience and skills, yours can be one too.

ExperienceInnovation™ is the choice of Fortune 100s looking to create, adapt and launch game-changing solutions which anticipate and meet customer needs.

## Are your ideas Desirable, Feasible and Viable?

Design thinking is a discipline focused on synthesizing the needs of people, the technical feasibility of an idea and its overall business viability. The best way to develop the associated skills, mindsets and reflexes is through experience.

ExperienceInnovation™, built in collaboration with celebrated design consultancy IDEO, is a collection of expert-guided innovation workshops which enable your people to build innovation confidence and competence. They’ll emerge with foundational knowledge and real experience in design thinking so they can immediately put it to work to achieve impact in your organization.



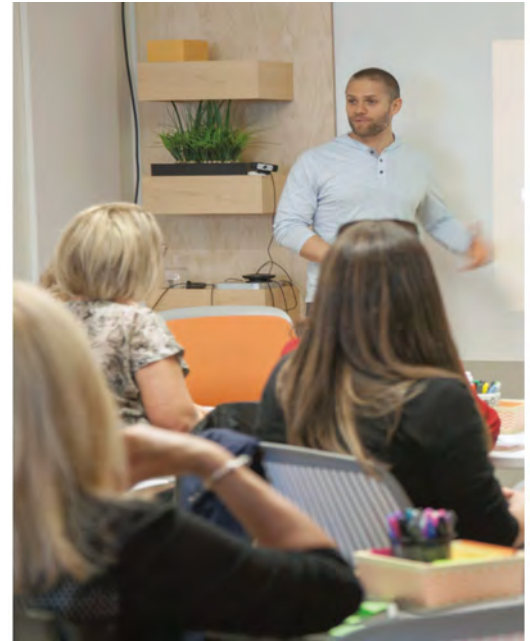
## Experience – a better way to innovate.

ExperienceInnovation™ is a family of experiential workshops, built in collaboration with innovation powerhouse IDEO, that build creative confidence and competence. With the purposeful application of technology, ExperienceInnovation heightens engagement and enables innovation skill building at scale.

From front line staff and new employees to project teams and executive leadership, our workshops are designed to unleash new ways of thinking at all levels of your organization.

## More Ways to ExperienceInnovation

We have three team-based programs designed to help your people solve business challenges, support a culture of innovation and turn great ideas into solutions which make an impact:



**ExperienceInnovation™ | Aware**  
Introduces your people to essential design thinking techniques, mindsets and behaviors in a hands-on format. This 90 minute workshop highlights how to bring creative habits like deep user empathy, radical collaboration and rapid experimentation to one's work every day.



**ExperienceInnovation™ | Learn**  
Walks your people through the essentials of a four-month innovation project in an engaging half-day or full-day workshop. Teams tackle a realistic design challenge while applying the three phases of design thinking (inspire, ideate and implement).



**ExperienceInnovation™ | Apply**  
Enables your people to intensely practice the design thinking process and start applying it to real organizational challenges in a two-day sprint. It even includes field work with live end users!

### Powerful on their own. Incredible together!

Each ExperienceInnovation™ program is designed to cater to the unique needs of your organization's audiences and includes the support of an experienced facilitator.

Individually, each ExperienceInnovation™ workshop helps to unleash new ways of "thinking and doing" among participants. Together, our family of workshops tangibly helps organizations seeking to build a culture of creativity and innovation.

*Please contact one of our Senior Consultants.  
We're excited to work with you!*



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