

## At a Glance

90 minute workshop

Available for 10 to 500 people  
 per session

Groups seeking experiential  
 awareness about design thinking

Delivered by an ExperiencePoint  
 trained Facilitator

## Experience a better way to innovate.

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.

As a result, your people will develop an awareness of and support for *design thinking* as an approach to problem solving. Our workshop will also help your people provoke fresh ideas to address a meaningful challenge or opportunity.

ExperienceInnovation™ is a family of experiential design thinking workshops built in collaboration with IDEO that inspire and equip teams with the tools they need to innovate and creatively problem solve.

## Outcomes

- An introduction of design thinking into your culture through a shared experience
- Awareness of the tools and techniques of the world's leading designers
- A compelling case for putting customers/humans at the center of all problem solving efforts
- Understanding of how leaders can enhance and model innovative behavior

## Sample Agenda

30 mins **Inspire New Thinking**

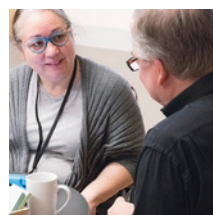
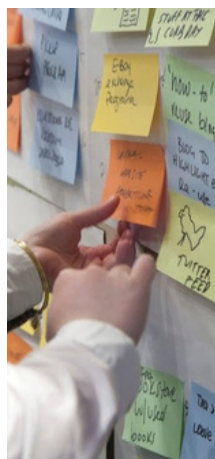
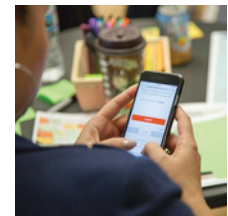
How Might We...  
 Extremes

30 mins **Imagine Solutions**

Many Ideas  
 Single Idea

30 mins **Implement New Ideas**

Prototype  
 Feedback



To learn how we're helping organizations like yours, please contact us.