

DESIGN THINKING FOR INNOVATION

OVERVIEW

SUMMARY

Successful, evolving organizations are at their core intentionally innovative. Creative solutions are required when meeting the needs of the marketplace, individual clients, and employees within the organization itself. When team-members have a shared approach to generating creative solutions to a myriad of challenges and pain points, that organization stands above others as a trusted partner in the marketplace.

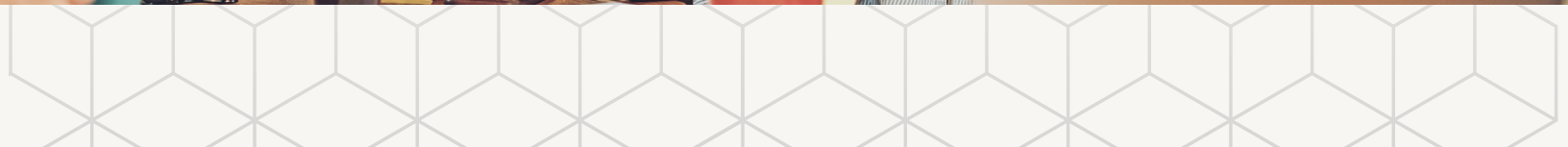


DESIGN THINK FOR INNOVATION

HOW WILL THIS STRENGTHEN MY ORGANIZATION?

AFTER TRAINING FOCUSED ON DESIGN THINKING, YOUR ORGANIZATION WILL BE ABLE TO DESIGN SOLUTIONS WHICH:

- GENERATE LEADS
- CREATE NEW PRODUCTS/SERVICES
- CLOSE MORE BUSINESS
- ATTRACT TALENT
- REDUCE TURNOVER
- STREAMLINE PROCESSES
- REDUCE EXPENSES



WHAT WILL TEAM-MEMBERS BE ABLE TO DO?

DEFINE THE PROBLEM.

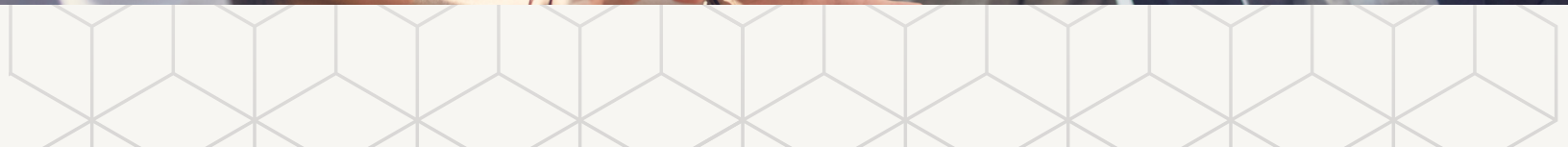
Your team-members will become able to truly define the problem or pain point that exists & understand the impact the problem has on clients or colleagues.

GENERATING CREATIVE SOLUTIONS.

Employees will enhance their ability to generate a high volume of innovative solutions for addressing the defined problem.

COMMUNICATING YOUR SOLUTION COMPELLINGLY.

Your team will significantly improve their ability to pitch their solution to those experiencing the particular challenge, frustration or need.



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HOW WILL WE LEARN?

Because we are learning practitioners at our core, we design our workshops to include various methods for ensuring that we intentionally impact both the mindset and the actions of your employees.



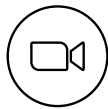
INDIVIDUAL REFLECTION

Participants will be directed to consider how a Design Thinking approach might look within their context and role.



GROUP DISCUSSIONS

Employees will have the opportunity for small group dialogue focused on the way in which Design Thinking might be employed in their organization.



MEDIA

Growth Architects utilizes video and imagery to foster and emphasize critical insights.



SCENARIOS

Learners will be invited to consider what they would/should do, when placed in various, hypothetical scenarios.



UPFRONT INSTRUCTION

Your facilitator will introduce, guide and challenge the group by providing content and best practices.



PRACTICAL PROJECTS

We facilitate exercises which include collaborative, interactive group work, resulting in deliverables.

ABOUT US

Growth Architects partners with small to mid-size organizations who seek to supplement their talent development initiatives or meet organizational change objectives. This includes a focus on areas such as recruiting, onboarding, training, development and employee engagement. Through a diverse platform of adult learning approaches, we assist in connecting the dots between individual effort and company outcomes.

Two distinctives drive our approach to people and organizational development:

Outcome-Focused: We measure success by the level of demonstrable change we've fostered, not by the number of training hours we've conducted or programs completed. We are focused not on what a trainer can say to a room full of people in an allotted time, but rather what the people in the room are able to do at the end of the allotted time, which they couldn't at the beginning.

Learner-Centric: Our background in adult learning theory and facilitation technique means we are fixated on creating environments where desired growth is most likely to occur. This means that we invest methods which are engaging and effective. We set aside lecture-heavy approaches, and employ engaging, behaviour-changing strategies for growth.



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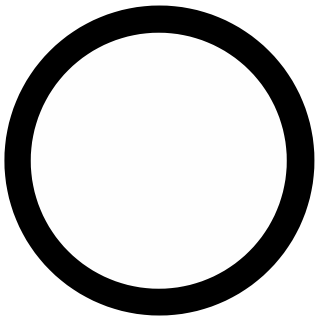
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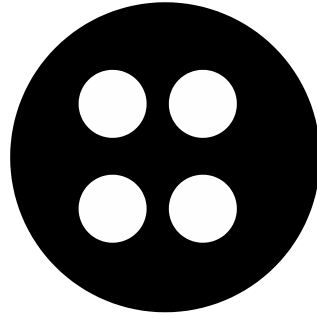
FORMATS

Flexibility is necessary when working to meet the needs of each unique organization. Growth Architects' Design Thinking workshop can be adapted both in terms of session length, session depth and whether conducted in-person or via interactive webinar.



FULL DAY

6 Hour Bootcamp introducing participants to the core components of the design thinking process.



SERIES

Four 3-hour sessions at the frequency of your choice, allowing for breathing room between sessions as well as the ability to build slowly.



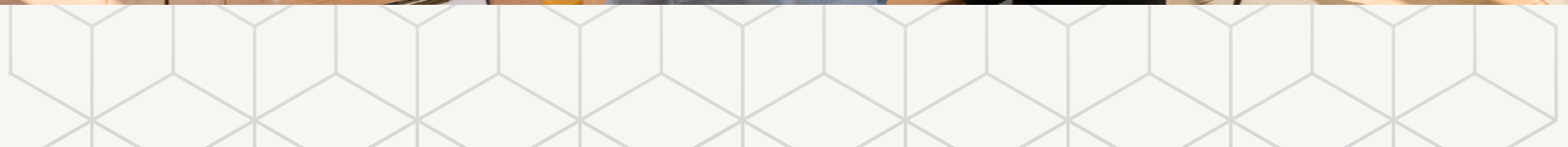
ON-SITE

The workshop can be conducted on-site at your location.



VIRTUAL

A live webinar format is also available, utilizing breakout rooms and interactive elements.



SCHEDULE A DISCOVERY CALL

Click here to book a call & explore further how a Design Thinking Workshop could work for your team.



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