EXPERIENCE Innovation™

Learn to design solutions that anticipate customer needs.

Creating great solutions is extremely difficult. Too often, seemingly good ideas fail to excite customers, leaving organizations emotionally and financially exhausted. Leaders demand innovative ideas, but due to risk aversion, many organizations end up delivering mediocre solutions. Design thinking, however, can change that.

Design thinking is a discipline focused on synthesizing the needs of people, the technical feasibility of an idea, and its overall business viability. In this one-day workshop, you'll tackle a realistic design challenge while learning and practicing the three phases of design thinking: inspiration, ideation and implementation. ExperienceInnovation will help you create a culture of people-centered creativity where great ideas become great solutions.

LEARNING OUTCOMES:

ExperienceInnovation enables individuals and organizational teams to:

1. Create new products and systems that strengthen organizational advantage.
2. Achieve operational efficiencies.
3. Minimize risk when forging into new territory.
4. Build greater engagement with customers and among employees.

Certified Facilitators

Kristine Hoover, Ed.D.
Rachelle Strawther, M.A.

“The hands-on process of the workshop made the concepts understandable and easy to grasp how to apply them.”

“The practical exercises proved that [design thinking] really does work.”

Date
Monday, Dec. 4th, 2017
TIME
8am to 4pm
VENUE
Hemmingson Center
Room 314
Gonzaga University
COST
$375/person
INCLUDES
Light Breakfast & Lunch
+ 1 CE Credit

Register by Nov. 24th at www.gonzaga.edu/leadforlife

TO LEARN MORE, PLEASE CONTACT:
Rachelle Strawther | strawther@gonzaga.edu | 509.313.3579