

Design thinking for innovation

A crash course in innovation!

The Design Thinking for Innovation 1-day workshop is an immersive program that teaches teams how to create an “innovation light switch” within their organization.

One that can be turned on at any moment to access creative problem solving and innovative new ideas.

Specifically designed to address the 5 biggest obstacles to innovation and creativity in the workplace,

workshop participants aren't just told what needs to be done... they are given the chance to actually do. People learn by doing, not by listening! Participants take on a challenge using core Design Thinking principles to help them Think Different, and they then deliver innovative ideas that are embedded in core consumer truths, resulting in significant business results.



Can you really have great ideas “on demand”?



Do you ever wonder why most of your best ideas come to you in the shower, on the commute, while falling asleep, or some other such place?

Have you ever pitched a new idea, only to watch it get diluted or killed as it moves through the processes?

Have you ever wondered how Walt Disney came up with the idea for Disneyland or how Netflix completely revolutionized the movie industry?

Throughout the Innovation Workshop, Duncan will give each participant a unique set of Innovation Tools and Techniques – ones honed during his tenure at Disney as Head of Innovation and Creativity. It's the same tool kit he uses today to teach innovation at companies like Apple, Amazon, and universities like Yale and Harvard.

Get connected with Duncan on social media, or visit duncanwardle.com

After this immersive course from Duncan, your organization's ability to mine for creativity and innovation will be drastically improved. Each participant will leave with an actionable set of Creative Behaviors and Innovation Tools that will immediately foster a culture of innovation and creativity in your company.



Key Creative Behaviors



Curiosity

How to leverage the importance of unplanned collaboration and find new stimulus to drive new ideas



Nurturing

How to grow an idea collaboratively so it becomes "our idea" vs "my idea"



Mindfulness

How to give yourself time to think, allowing you to move between your conscious and unconscious brain



Playfulness

How to get into the right state of mind required for innovation and creativity at work

Key Innovation Tools

What If?

A tool that challenges industry norms by asking "What If" those Sacred Cows no longer existed, to develop revolutionary ideas.

Where Else?

Innovation often comes from looking outside your industry for inspiration and borrowing back the underlying principles to develop innovative solutions to solve your own.

Storyboarding

Learn how to build a complete idea by engaging both introverts and extroverts.



Armed with these creative behaviors and innovation tools, your organization will see immediate changes in your culture, and will be empowered to develop innovative, disruptive new ideas and solutions that will provide lasting, tangible benefits to your business for years to come.

Deliverables

- Each participant will learn how to use the Creative Behaviors.
- The team will learn how to transfer the power of “my idea” to “our idea”, accelerating the opportunity to actually get it done.
- The workshop is designed to engage both introverts & extroverts, and all three learning styles.
- The workshop will cover the 2 Lateral Thinking Tools that help get people out of their “River of Thinking” (their expertise) and allow them to innovate.
- Everyone will have a common language around Innovation & Creativity.
- The participants will learn how to use powerful storytelling techniques to convey ideas.



BACKGROUND

As Head of Innovation and Creativity at Disney, Duncan and his team helped Imagineering, Lucasfilm, Marvel, Pixar, and Disney Parks to innovate, creating magical new storylines and experiences.

He now brings his extensive Disney expertise to audiences around the world using a unique approach to Design Thinking, helping people capture unlikely connections, leading to fresh thinking and disruptive ideas.

Delivering a series of keynotes, workshops and ideation forums, his unique Innovation toolkit helps companies embed a culture of innovation into everyone’s DNA.

Duncan is a multiple TED speaker and contributor to Fast Company, Forbes & the Harvard Business Review. He teaches innovation Master Classes at Yale, Harvard, and Edinburgh University.

Visit duncanwardle.com to learn more.