



# Design Thinker

## Experience Innovation



### It's time to re-think thinking

Today's business leaders face unprecedented complexity and change. As a consequence, traditional analytical thinking alone cannot deliver tomorrow's breakthrough strategies, offers, and organizing systems.

*Design thinking* is the antidote. It accelerates innovation to help create better solutions for the challenges facing modern businesses. Design thinking uses the creative methods and tools of successful innovators to divine the future and deliver solutions that confer competitive advantage.

And fortunately, design thinking can be learned.

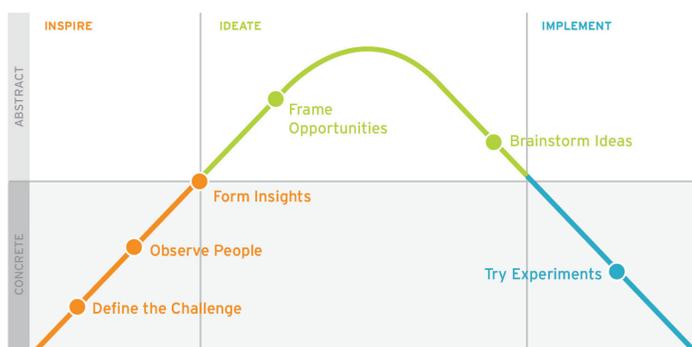
### Welcome to "Design Thinker"

Design Thinker is an energizing game created by **ExperiencePoint**, the leader in business simulations, in collaboration with **IDEO**, the celebrated innovation and design firm. In Design Thinker, competing teams flex their design thinking skills to solve a realistic and complex challenge. In the process, they engage with the terms, techniques and thought patterns of successful innovators.

### The game scenario

Participants act as consultants to Los Verdes, a town attempting to increase sustainable behavior among its citizens. By navigating the design thinking process below teams will originate innovative, workable solutions.

### The Design Thinking Process



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### The Outcomes

Design Thinker helps business professionals...

- see the opportunities for innovation around them;
- connect deeply with internal and external customers;
- transform insights and data into actionable ideas; and,
- create and implement new solutions with business impact, faster and more effectively.

In summary, Design Thinker readies participants to effect meaningful change back on-the-job.

“ *Ultimately (design thinking) skills are best acquired through doing.* ”

Tim Brown  
CEO of IDEO and author of *Change by Design*

### About IDEO

IDEO is a global design consultancy. IDEO creates impact through design and is consistently recognized as one of the most innovative companies in the world.

### For details contact