

**Design Thinker**  
**Indoor**  
**12–40 Participants**

# Innovating on Purpose

**We are sometimes preoccupied with finding the next “big idea”, while in truth, innovation is really the balm for long-term prosperity. Innovation is not about coming up with brilliant and unique ideas; it is more about integrating those ideas to design new techniques, processes and thinking.**

The town of Los Verdes is tackling a complex challenge - increasing sustainable behavior among its citizens. By practicing design thinking, you will unearth latent opportunities and develop breakthrough solutions that will make Los Verdes a “green” exemplar. Design Thinker confers competitive advantage by helping you...

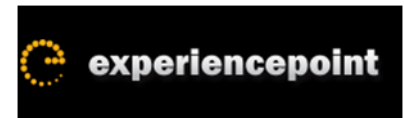
## OUTCOMES

- **Resolve complex problems**
  - **Integrative solutions**
  - **Whole systems mind sets**
  - **Inclusive and collaborative processes**
- See new opportunities consistently.
  - Connect deeply with customers.
  - Transform insights and data into actionable ideas.
  - Create and implement new solutions with business impact faster and more effectively.

In an energizing workshop, teams flex their design thinking skills to solve a realistic and complex challenge. In so doing, they engage with the terms, techniques and thought patterns of successful innovators. Participants leave ready and able to effect meaningful change back on-the-job.

***Design Thinker is a product of ExperiencePoint’s collaboration with IDEO, a global innovation and design firm that uses design thinking to create positive impact for business and society.***

Now you can have the best of both worlds: award winning sims developed by ExperiencePoint, a company that has designed engaging, powerful simulations that enable focused experience with business theory, techniques and the facilitation expertise of Starfish Learning.



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