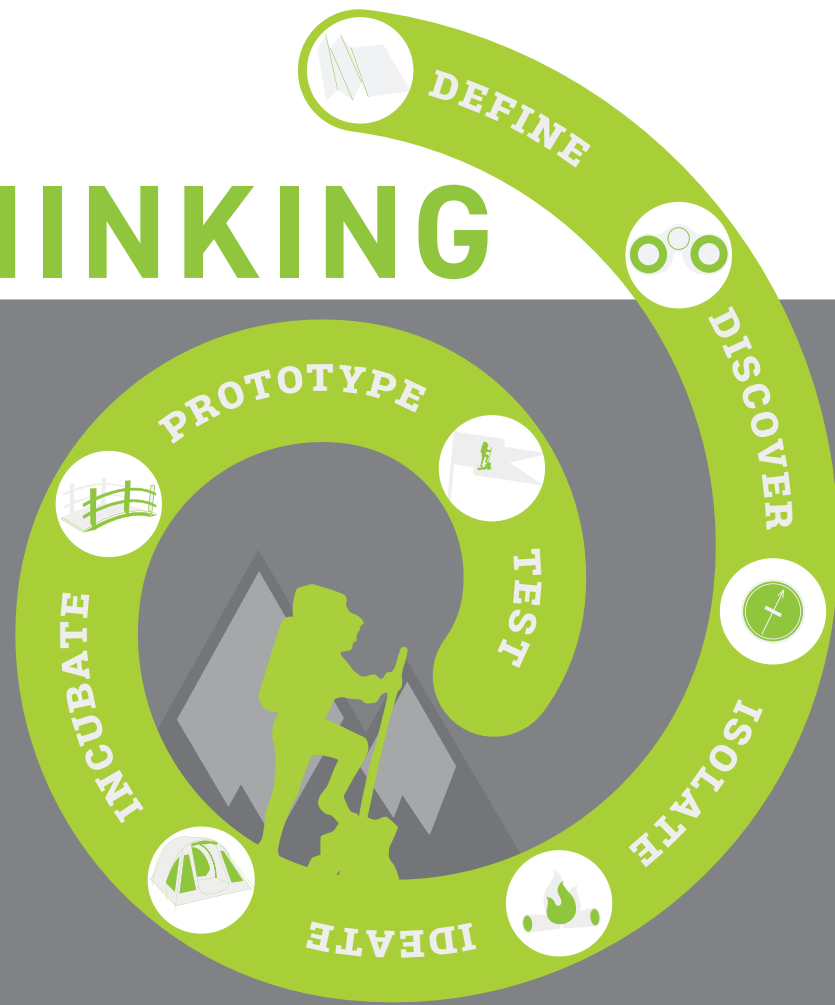# TRAILHEAD
DESIGN CO.

DESIGN THINKING
WORKSHOP

This hands-on course will help your team enhance innovative capacity through a deep dive of the *Design Thinking* process. Our facilitators will demonstrate how to apply a systematic approach to support continuous innovation and move towards Peak Performance.

The systematic, *Design Thinking* process helps organizations to enhance innovative capacity by playing offense, to reflecting on what they do, and discovering novel ways to evolve. Through this workshop, you will be better prepared to uncover, create, and exploit new opportunities for you and your organization to excel.

DEFINE · DISCOVER · ISOLATE · IDEATE · INCUBATE · PROTOTYPE · TEST

SYSTEMATIC
PROCESS

OUTCOMES/GOALS

- Approach creative problem solving and innovation in a systematic way.
- Discover how design thinking can solve complex, multidimensional problems.
- Developing insight into customer needs, desires, and aspirations.
- Enhance creativity, break fixation, and enable innovation.
- Employ a pluralistic approach to discovery and innovation.
- Support creative problem solving and co-create continuous innovation.
- Illustrate the power of iteration for fostering ongoing innovation.

SCHEDULE

Introduction
9:00 am

Define
9:15 am

Discover
10:00 am

Isolate
11:30 am

Lunch
12:00 pm

Ideate
1:00 pm

Incubate
2:00 pm

Prototype
2:30 pm

Wrap up
3:30 pm

PRICING

$15,000 per group;
up to 15 employees
+ travel and expenses for
up to two facilitators

CONTACT

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