

Ever dream of changing the world?

DESIGN THINKING FOR INNOVATION - TALK

OVERVIEW & AIMS

'DesignSprintz' Talk welcomes you to examine how our world is changing and so are the people we engage with – whether that is our working team, clients, supply chain, personal or professional peers.

"To be successful, an innovation process must deliver three things: superior solutions, lower risks and costs of change, and employee buy-in. Over the years, businesspeople have developed useful tactics for achieving those outcomes. But when trying to apply them, organizations frequently encounter new obstacles and trade-offs."

(<https://hbr.org/2018/09/why-design-thinking-works>)

Solving complex problems in innovative ways and boosting returns on investment are at the top of the agenda for many companies, especially in times of crises. We all need to improve or create new products and services that win and/or retain customers in order to thrive. World's leading brands - Apple, Google, Fidelity, SAP, IBM, AirBnB – use Design Thinking as a key approach to Innovation. The great news is, you can adapt just like them! You can do it too!

HOW?

By adopting new ways of working to deliver effective changes fast and at scale. In essence, the Design Thinking process is iterative, flexible and focused on collaboration between designers and users, with an emphasis on bringing ideas to life based on how end users think, feel and behave. Whilst Design Thinking tackles complex problems it is crucial to understand the human needs involved. You and your team can learn new ways to develop practical and innovative solutions for challenges by using a human-focused, prototype-driven, innovative design process.

BENEFITS

Join Kate Hobson as she interviews expert practitioners Dr. Julia Goga-Cooke, and Alvaro Bravo Cole, as they share valuable practical tips on how to:

- Relate to Design Thinking – what it is, what it can and cannot deliver
- Improve your visualisation skills to recognise new possibilities
- Combine three types of thinking (critical, creative, and insightful) for better product and service solutions
- Grow empathy for those who need new products and services
- Expand prototyping and testing, to reduce development time, cost, and risk
- Harness creative strategies to engage hearts and minds for successful innovation

WHO SHOULD ATTEND?

Anyone interested in transforming their business or organization through Innovation and design thinking.

- Public, private and third sector innovators and pioneers
- Policy makers
- Innovation directors
- Senior leaders in any sector
- Sales and marketing teams
- Entrepreneurs
- Intrapreneurs and others wanting to explore design-thinking

PANELIST



Dr. Julia Goga-Cooke

Dr. Julia Goga-Cooke is an academic, journalist, design thinker and entrepreneur. She leads the Academy of Design Thinking, helping organisations create innovation skills and capabilities, and adopt a design led culture.

Her career started in academia, with a Ph.D in Linguistics. She then began working for the BBC for 16 years as a broadcaster, producer, editor and senior leader. After a gap year of study in Design Thinking Innovation and Entrepreneurship, she co-founded and managed the Future of Work Research Consortium, and founded the Academy of Design Thinking. On top of this Julia teaches Design Thinking and Foresight & Strategy at Loughborough University London and Design Thinking Accelerator at Central Saint Martins, University of Arts. She lives in London.



Alvaro Bravo-Cole

Alvaro Bravo-Cole is a leading creative professional specialising in sustainable and innovative design in the context of well-being and social enterprise. He lectures and works in the UK, Canada, America, Spain, Mexico, Brazil and his native country of Chile where he has trained individuals and businesses and worked with communities to overcome internal and external challenges and improve operational practices. His work spans from helping aboriginal communities in South America to coaching and mentoring youth classes here in the UK to foster creativity in young people. He was recently awarded a place at Central Saint Martin's/Birkbeck (University of London) MBA which is the first MBA globally to combine Design and Business thinking as tools to address global challenges. He holds an MA from design school at Central Saint Martin's and is a lecturer in creativity, sustainability and entrepreneurship.

Contact Us

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