

*lainnovation*kitchen

a brand by
*designthinkersgroup*spain

We make *innovation* your *culture!*

Services

Consultancy

by *designthinkersgroup*spain

Research of Users and Markets
Innovation and Strategy Projects
Organizational Change and Culture
Design of Services and Experiences
DIY Innovation Team
Brand by Doing

Training

by *lainnovation*kitchen

In-company training
E-learning platform
Corporate Academies
Universities
Mentorships
Innovation Lab (on-site in Barcelona)

Whom do we work with?

Individuals

We design training for individuals who want to develop a project, get skills and be innovative in the process while connecting with others through networking

Corporate Academies

Education is the key for employees to be updated, we help you design the right training program for your enterprise

Universities

We give innovative ingredients to academies, making a great recipe for enhancing practical and real world skills on students

Organizations

Specialized training for employees or stakeholders, Workshops and events to grow creativity and innovation in your organization

In-company training

✓ Identify the problem to solve

We can suggest how to solve problems in your organization either the problem is clear for you or if you need our advice to define it!

✓ Tailor-made programs for stakeholders

Our specific training programs are designed to solve different problems or create new solutions, but it varies in the context!

✓ Implement training and evaluate results

Our main goal is to make sure you get the most specialized program to solve your needs and have a great experience!



In-company training

The process

✓ Identify the problem to solve



Silos



Teams



Sales



Agility



Customers



Digital



Company Culture



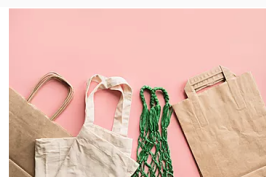
Creativity



New Offer



Personal Growth



Business Model



Collaboration



Branding



Services

In-company training

The process

✓ Tailor-made programs for the stakeholders

After understanding your company dynamics and your objectives, we recommend a set of training to improve the organization:



Sales

EXAMPLE

Pack of training:

- Design and Businesses
- Customer Journey Mapping
- Value Proposition Design

✓ Implement training and evaluate results



Once we observe your organization dynamics, goals, and strategies, we will execute the programs, with help from facilitators juniors, and/or experts in innovation. Then, we will review the final stage and assess the results with your team and leaders!

In-company training

Online Resources

✓ *Live Sessions*

Enjoy our live workshops, mentorships, coaching for you, your team members or the stakeholders related to the program

✓ *E-learning platform for self-paced courses*

A wide variety of courses to get new skills related to innovation and design thinking. (innovationkitchen.teachable.com)

✓ *Scheduled Challenges*

Our website has the possibility to add to your program a calendar with a series of tasks to follow with deadlines

✓ *Networking and Community*

We believe in the power of global networking to grow together, you and your team can be part of our community or we can open a specific group to communicate better among the stakeholders



designthinkersgroup

designthinkersgroup is an **innovation agency** with multidisciplinary teams in **twenty-six countries**.



annualglobalmeeting

DT BOOTCAMP • MIAMI • 2018 PROGRAM OVERVIEW



	Sun. Apr. 29th <i>Introduction</i>	Mon. Apr. 30th <i>Research</i>	Tue. May 1st <i>Design</i>	Wed. May 2nd <i>Fundamentals</i>	Thur. May 3rd <i>Business</i>	Fri. May 4th <i>Personal Development</i>	
8 AM —							— 8 AM
9 AM —		Registration	Reflection	Reflection	Reflection	Reflection + Guest Talk	— 9 AM
10 AM —		Masterclass: Research	Masterclass: Design	Masterclass: Fundamentals	Masterclass: Storytelling	Case Studies + Sharing	— 10 AM
11 AM —		Research Intro + Team Formation	Empathy Building + Reframing	Concept Generation	Storytelling	Personal Dev. Planning	— 11 AM
12 PM —			Lunch	Lunch	Lunch		— 12 PM
1 PM —		Lunch + Field Research				Lunch	— 1 PM
2 PM —			Ideation	Prototyping	Presentation Preparation + Shark Tank	Certificates	— 2 PM
3 PM —				Customer/User Testing		Reflection + Close	— 3 PM
4 PM —		Sense Making + Empathy Building	Idea Filtering + Selection	Concept Canvas	Awards		— 4 PM
5 PM —					Reflection + Close		— 5 PM
6 PM —	Introduction + Overview	Reflection + Close	Reflection + Close	Reflection + Close	Dinner		

In-company training

BBVA Bancomer

'TRAIN-THE-TRAINER' FACILITATION WORKSHOP & DESIGN THINKING TRAINING - PG 01

BBVA Bancomer



BACKGROUND

Design-Led Service Innovation is a human-centered, iterative, continuous process. It is a process of exploring (holistic and human-centered), designing (co-creation), building (experimenting with prototypes), implementing and sustaining innovative service concepts. Design Thinking as a mindset is an important ingredient in a design-led and human-centered innovation approach.

'TRAIN-THE-TRAINER' & DESIGN THINKING WORKSHOP SESSION

This 3-Day training for 10-15 participants is organized and divided in two main parts: the first is a 2-day Facilitation Program that will focus on how to organize and facilitate Design Thinking workshops for different teams on new approaches for business innovation. The second is a 1-Day Design Thinking Training (with an option to add more participants [to a max of 30] offering an in-depth and interactive learning experience on Design Thinking and Service Design, with a 'Learning-by-Doing' approach. Participants will experience the process, methodology and tools on a real challenge concerning relevant topics and objectives for BBVA Bancomer.

OBJECTIVES

The objective of the Design Thinking training is mainly focused on co-creation of new expertise inside the BBVA Bancomer team. It is about learning to work with the Design Thinking tools, change of mindset and creation of a safe environment for human-centered service innovation. Additionally, a select few participants may be asked to co-facilitate, and become ready to inspire relevant stakeholders within the BBVA Bancomer organization to adopt a new way of working on innovation.



PROJECT CONTACTS

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'TRAIN-THE-TRAINER' FACILITATION WORKSHOP & DESIGN THINKING TRAINING - PG 02

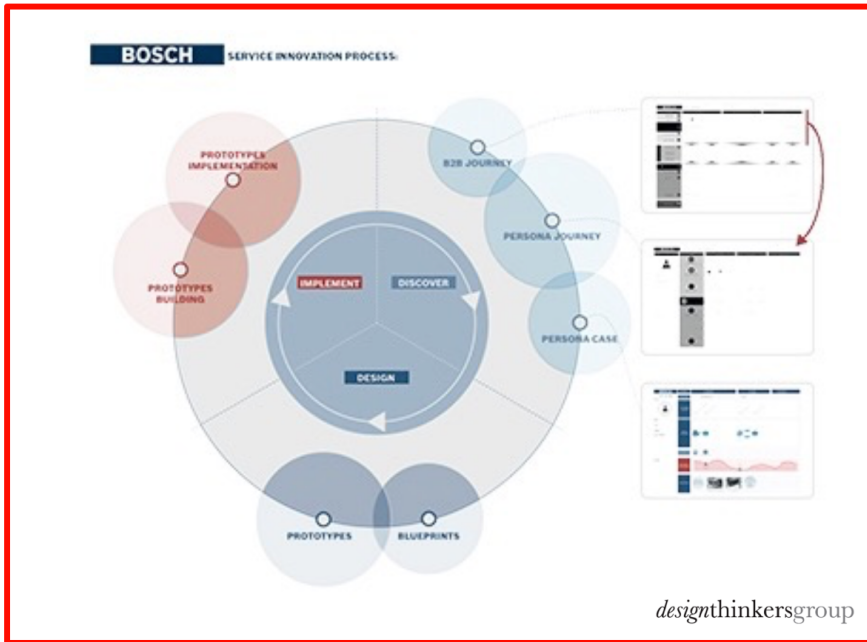
BBVA Bancomer

Time	2-DAY FACILITATION TRAINING - 10-15 PEOPLE	1-DAY DESIGN THINKING TRAINING - 15+ OPTION
09:00 hr	SESSION CHECK-IN	SESSION CHECK-IN
	WELCOME	INTRODUCTION TO DESIGN THINKING What Design Thinking is and why it is relevant for today's organizations.
10:00 hr	FACILITATION SKILLS ASSESSMENT	SUCCESSFUL FACILITATION TEAMS ENERGY MANAGEMENT AND ENERGIZING ACTIVITIES
	WORKSHOP FORMATS	Break
11:00 hr	Break	CHALLENGE Introduction of session challenge.
	CORE DESIGN THINKING WORKSHOP FLOW	CONTEXT EXPLORATION Exploration of trends and stakeholders defining the challenge.
12:00 hr	Lunch	Lunch
	'LEARNING-BY-DOING' FACILITATION IN PRACTICE	PERSONAS & JOURNEY MAPPING Research and mapping of the possible journey of the participants.
13:00 hr	'THE ART OF FACILITATION'	CUSTOMER INSIGHTS Customer Journey Mapping, Customer Insights and Opportunity Areas.
14:00 hr	PROBLEM STATEMENT DEFINITION AND WORKSHOP OBJECTIVES	IDEATION AND OPPORTUNITY AREAS Definition of opportunity areas and creation of initial ideas with customer centric perspective.
15:00 hr	AGENDA & WORKSHOP DESIGN	SERVICE SCENARIOS & PROTOTYPING Transforming concepts in 'alive' scenarios with focus on creating prototypes to define final user experiences.
16:00 hr	HALF-DAY WORKSHOP PREPARATION	PRESENTATIONS Pitch prototypes to broader audience (with possible senior management involvement).
17:00 hr	Wrap-up & Reflection	Wrap-up & Next Steps
18:00 hr	Closure of Training, Follow-up Online Coaching	

In-company training

Automotive Industry

REFERENCE CLIENT ENGAGEMENTS



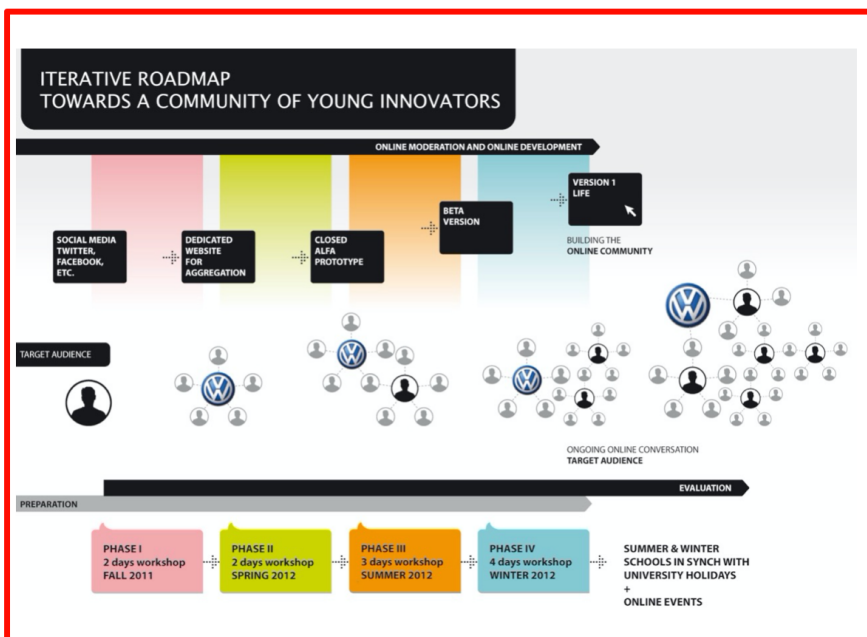
Automotive Industry

BOSCH

DesignThinkers Group was asked to facilitate and coach the service design team within the global UX department to improve and innovate upon the products development, marketing and sales services for BOSCH customers in the automotive branch. We guided the team from exploring to implementation.

REFERENCE CLIENT ENGAGEMENTS

designthinkersgroup



Automotive Industry

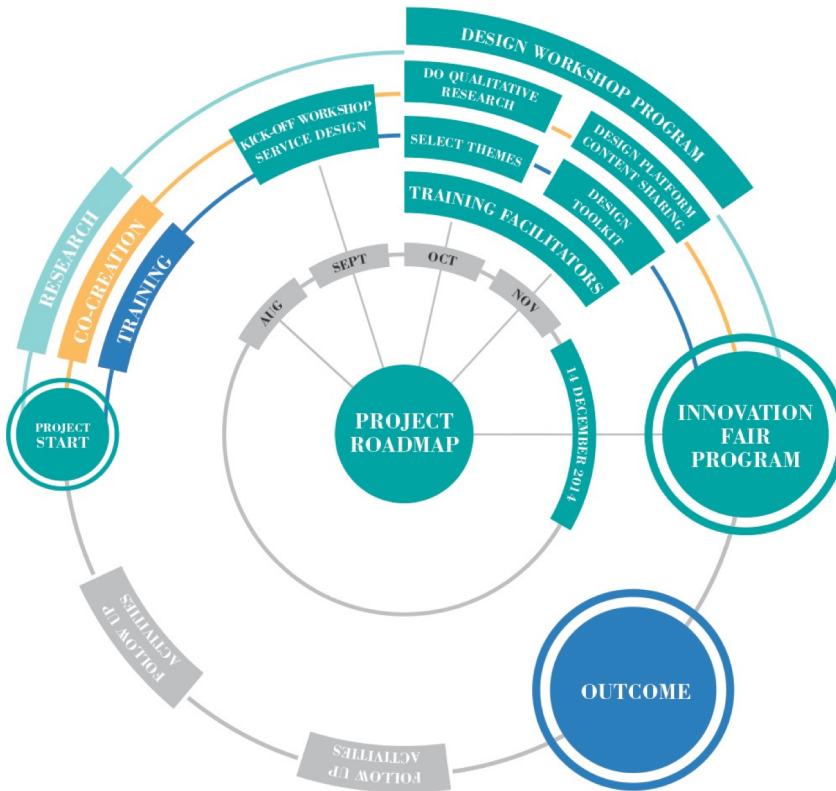
Volkswagen

Volkswagen and DesignThinkers collaborated to develop a “community of practice” aiming at Young Creative Thinkers. The initial step is the Summer School, which is a “living prototype” of the community. Through facilitating an intensive co-creation workshops spreading out 4 days with over 20 target customers, the innovative concepts are developed as well the inspirational collections of data and insights. The project resulted in prototypes and the related business model which are the mechanism functions as an ongoing conversations with target audience.

In-company training

Healthcare Industry

REFERENCE CLIENT ENGAGEMENTS



Healthcare Industry

King Fahad Medical City requested a program to improve staff creative and soft skills to deliver service. It was Implemented in 3 objectives:

TRACK ONE LEADERSHIP
 Focused on Strategy, Leadership, Management and Decision Making Tools and topics

TRACK TWO MEDICAL
 Focused on problem solving, human relations and team work Tools aimed to Physicians, Medical staff and Nurses

TRACK THREE
 Interdisciplinary activities that promote basic knowledge of Design Thinking and Service Design methodologies that encourage integration, team work and exchange.

KFMC BUILDING THE FUTURE OF HEALTH CARE IN KSA

WHY
 We inspire and help people working in KFMC to build an environment where human centered design led innovation is an integral part of day to day working experience. We strongly believe in one interconnected process, that will help strengthen a coherent and progressive growth of innovation in the healthcare industry in KSA. The leadership of KFMC as a protagonist of this process and the initial support and facilitation of DTG guarantees the sustainability of an innovation mindset in the long term, for healthcare professionals and the final users.

WHAT
 We train, coach and facilitate people and teams within the KFMC organization on mindset and tools. The process of innovation in the healthcare sector requires an holistic view of the past, the present and the goals we wish to fulfil in the future. For this reason DesignThinkers Group proposes the development of a process that articulates in-house support and the activities to be celebrated at the event in December 2014 to activate the future of the healthcare in KSA.

HOW
 Personal and Team trainings, keynotes, workshops, innovation tools, research and co-creation activities will provide the accurate information to be applied along this innovation journey. Working this way KFMC will be able to involve the different levels of staff, their needs and challenges as the innovation process takes part and becomes natural to the healthcare sector in KSA. Integrating the work of the on-site consultant, the trainings for the innovation team and healthcare professionals at KFMC. Activating leaders and generating more enthusiasts around healthcare innovation at the December 14 meeting in Riyadh and providing permanent support to the development of day-by-day challenges and good practices in the region.

The following infographic shows clearly how the process of articulation takes part, who would be the main participants and what can be expected to achieve with the event.



'HUMAN CENTERED DESIGN & INNOVATION FOR HEALTHCARE'					
MORNING PROGRAM					
LUNCH & PRAYER					
HANDING OUT CONFERENCE TOOLKIT & CHALLENGES					
	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15
13.15 - 14.45 Top tips to ensure a successful patent	Design Thinking for beginners	Exploring by CJM	Exploring Value Network	Design Thinking for managers	T.B.C
	Masterclass Workshop Toolkit	Qualitative research with C.J.M.	Qualitative research with Value Network	Facilitation Coaching Innovation	T.B.C
	3 sessions	2 sessions	1 session	1 session	T.B.C
14.45 - 16.15 Top tips to ensure a successful patent	150 participants	100 participants	100 participants	50 participants	T.B.C
	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators

MORNING PROGRAM					
LUNCH & PRAYER					
HANDING OUT CONFERENCE TOOLKIT & CHALLENGES					
	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15	13.15 - 16.15
13.15 - 14.45 Mapping patients pathways	Design Thinking for managers	Design Thinking for physicians	Ideation Prototyping	Building platform for leadership innovation	Building KFMC Toolkit process
	Facilitation Coaching Leading Innovation	Masterclass Workshop Toolkit	T.B.C.	T.B.C.	T.B.C.
	T.B.C.	T.B.C.	T.B.C.	T.B.C.	T.B.C.
14.45 - 16.15 Understanding Approach					
	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators	DT & KFMC facilitators

In-company training

Eneco

ENECO ROADMAP FOR DESIGN THINKING TRAINING AND COACHING PROGRAM

ROADMAP




PHASES

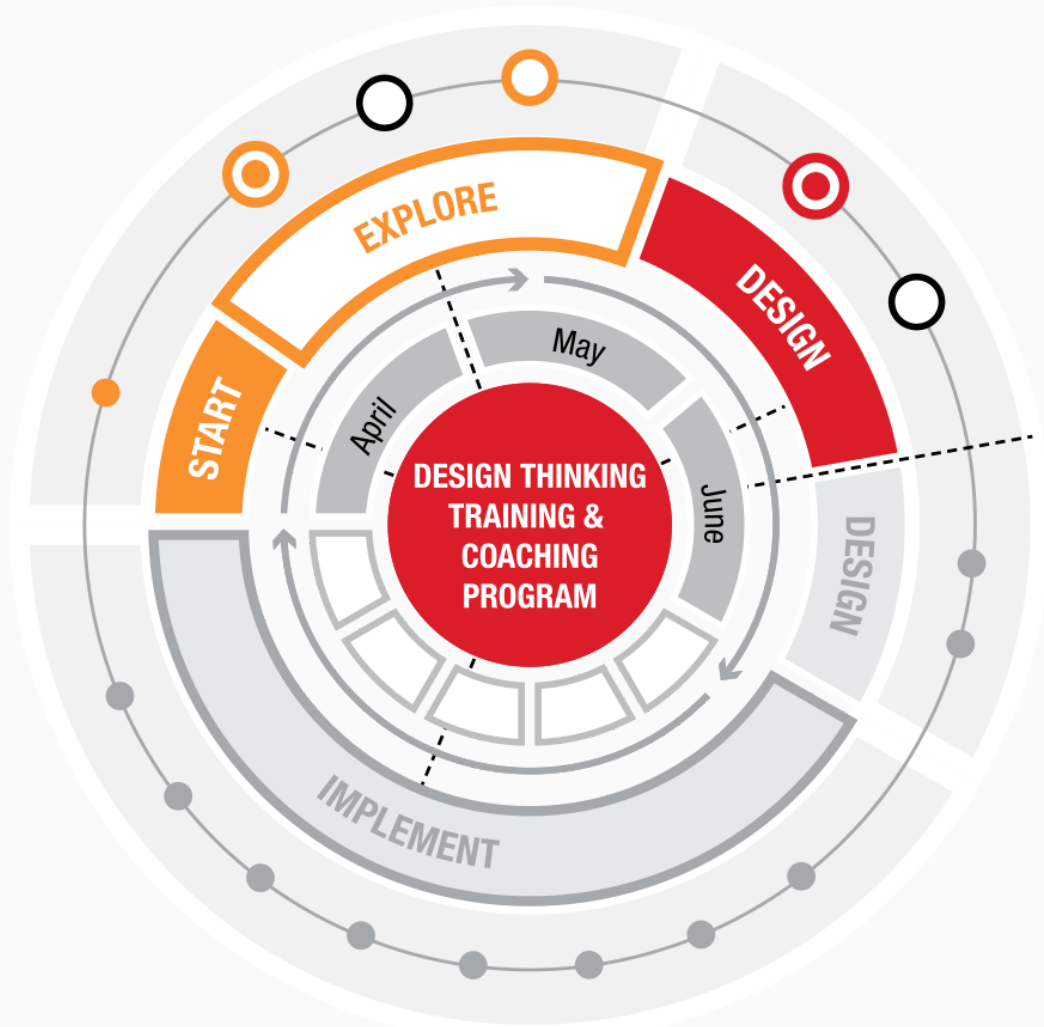
- start
- explore
- design
- implement

ACTIVITIES

- preparation
- workshop
- activity
- coaching & reflection
- next activities

BASIC PRINCIPLES

-  Human centered
-  Prototyping
Co-creation
-  Holistic



DESCRIPTION

Design Led Service Innovation is a human centered, iterative, continuous process. It is a process of exploring (holistic and human centered), designing (co-creation), building (experimenting with prototypes), implementing and sustaining innovative service concepts, facilitated by the owner of the process.

Relevant stakeholders are involved in this co-creation effort from the beginning of the process to make sure that value exchange and commitment for new service concepts is secured at implementation. In the different phases a diverse set of tools is used. Reflection is a core activity to make sure the innovation process provides value for all stakeholders. In the design phase and implementation phase prototypes and pilots are used to test ideas for concepts in a low cost and low risk environment with the objective to learn.

Successful pilots are scaled up. Business cases are analyzed in more detail as you go from exploration to implementation. **This proposal visualizes a process of activities in which DesignThinkers facilitators guide about 10 - 15 people through an explore phase and prototyping phase. Parallel a Train the Trainer program will be facilitated. Design Thinking tools stimulate conversations that foster a mindset for human centered innovation.** Relevant Eneco challenges or projects are used to enrich the learning experience. The facilitative approach of the DesignThinkers coaches guarantees a 'learning by doing' experience.

OBJECTIVES

The objective of the Design Thinking Training and Coaching program is mainly focused on co-creation of an Eneco Design Led Service Innovation Process and Toolkit. Through the Train the trainer program participants are ready to train and inspire relevant stakeholders in the Eneco organization to adopt a new way of working on innovation.

As we will work on Eneco relevant challenges or projects the other important objective is the design and implementation of new innovative service concepts.

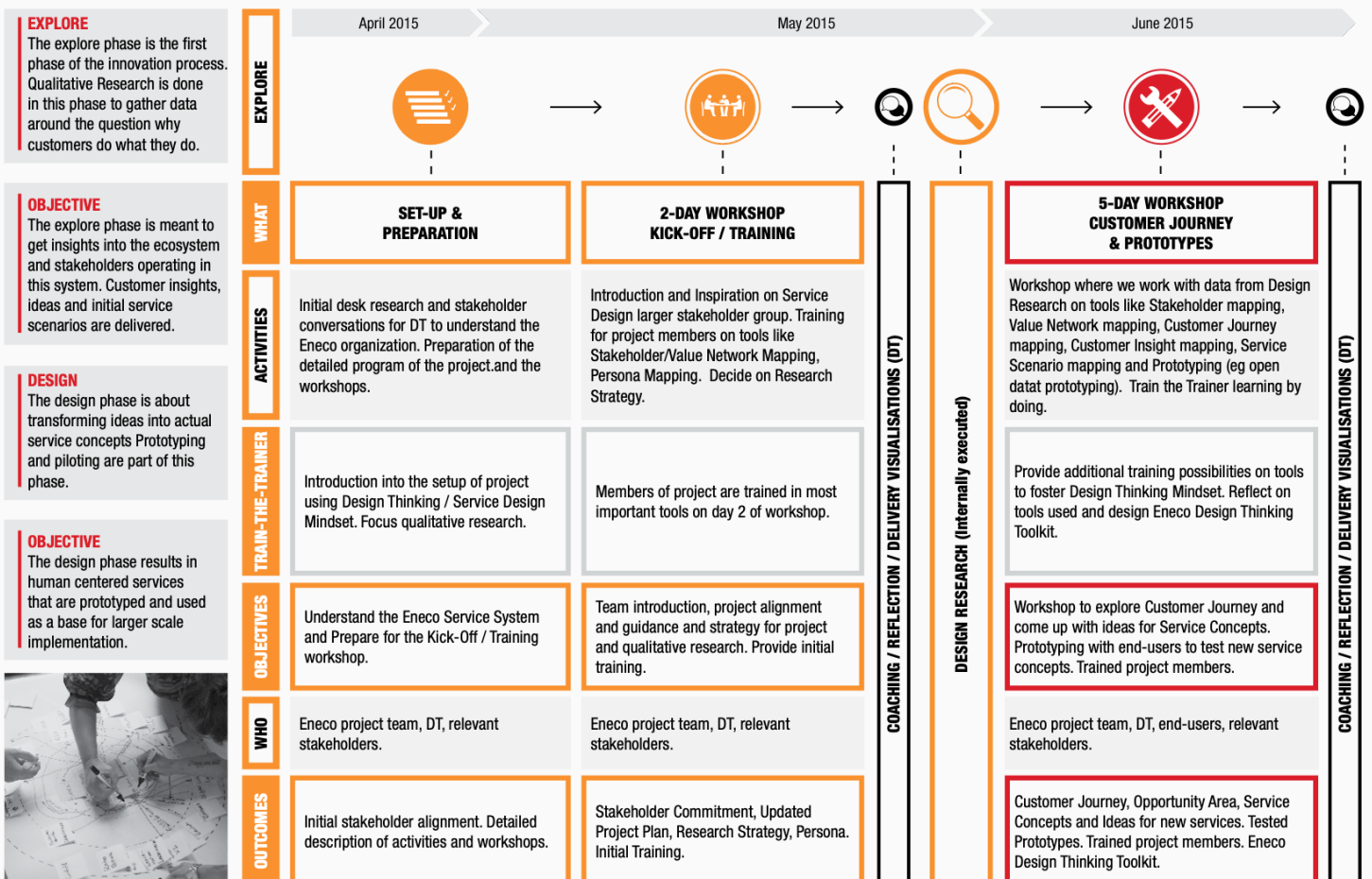
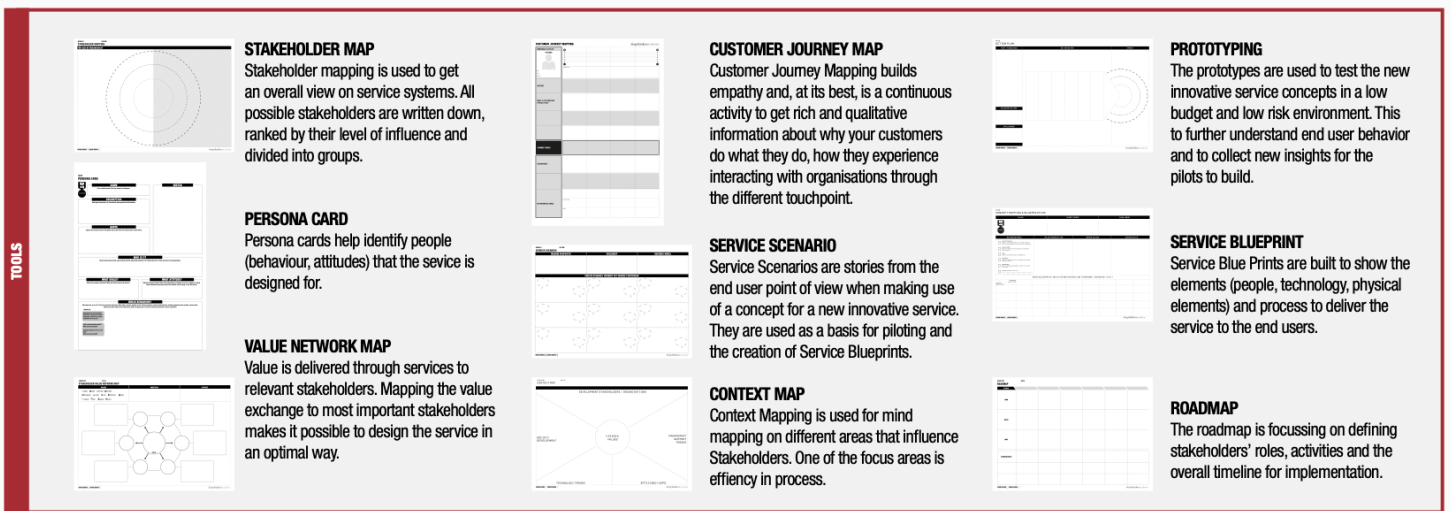
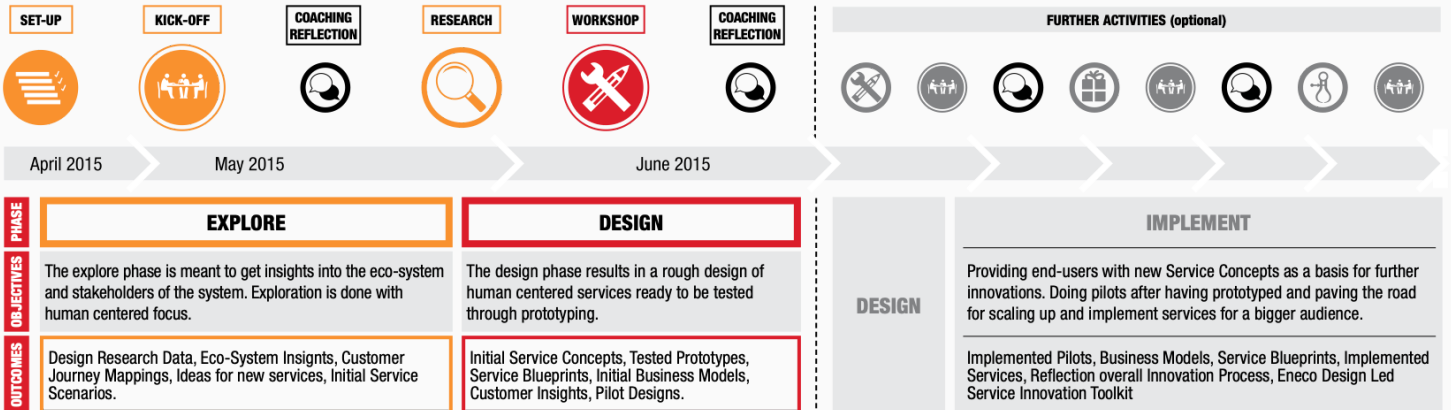
OUTCOMES

Process
 Prototype of Eneco Design Led;
 Service Innovation process;
 Prototype of Toolkit;
 Trainers
 Change of mindset.

Innovative Services
 Customer Journeys
 Customer Insights;
 Service Concepts;
 Prototypes;

In-company training

Eneco



In-company training

IE - Service Design Doing Intense Program



**5 DAY OF INTENSE
SERVICE
DESIGN
DOING**



**7 COACHES AND 7 FACILITATORS
FROM ACADEMIC, DESIGN
AND BUSINESS WORLD**



**SERVICE DESIGN
STUDENT BOOTCAMP**

Dear student,

Welcome to the Bootcamp! The main objective of this week is to guide and prepare you for the specialization in a fast-paced manner.

In just five days you will learn the process of Design Thinking 'learning by doing'. In a diverse team you will work on the following challenge for a real client. Professional facilitators of the DesignThinkers Academy and coaches will guide and help you during the week.

You can expect a combination of coaching, master classes and workshops which lead to the Expo on Friday where you will pitch your concept. Field work and deep collaboration with teammates are required. We wish you an inspiring, creative and fun week!



2nd - 6th NOVEMBER 2015

	Day 0	Day 01 - Monday 2 nd	Day 02 - Tuesday 3 rd	Day 03 - Wednesday 4 th	Day 04 - Thursday 5 th	Day 05 - Friday 6 th
08:30 hr		WELCOME & REGISTRATION				
09:00 hr	WELCOME		MASTERCLASS	MASTERCLASS	MASTERCLASS	
09:30 hr		KICK-OFF & DT MASTERCLASS				SET UP BOOTH & PREPARE PITCH
10:00 hr	Masterclass SERVICE DESIGN THINKING	Team Building & Challenge	Doing DATA ELABORATION	Doing IDEATION & BRAINSTORMING TECHNIQUES	Doing USER TEST FEEDBACK MINDMAP	
10:30 hr			Doing STAKEHOLDER MAP VALUE NETWORK	Doing SERVICE SCENARIOS	Doing SPOT ANALYSIS & GROUP FEEDBACK	DOING EXPO & PARALLEL GROUP PITCHES
11:00 hr						
11:30 hr						
12:00 hr						
12:30 hr					LUNCH BREAK	
13:00 hr	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK	LUNCH BREAK		Selection Best 5 Groups
13:30 hr						
14:00 hr	Train-the-trainer PROGRAM FOR IE FACILITATOR	Doing DESIGN RESEARCH GO OUT!	Doing CUSTOMER JOURNEY MAP OPPORTUNITY AREAS	Doing SERVICE PROTOTYPES	Doing REFINE PROTOTYPE & PREPARE PRESENTATIONS	BEST 5 PITCHES PRESENTATIONS
14:30 hr						WINNER SELECTION
15:00 hr						
15:30 hr						
16:00 hr		Doing MINDMAPPING & PERSONAS		Doing USER TEST	GROUP PITCHES	
16:30 hr		COACH FEEDBACK	PRESENTATION & FEEDBACK	COACH FEEDBACK		
17:00 hr					SELECTION BEST PITCHES	
17:30 hr						

Get in touch!

We can make **innovation** the culture in your organization!



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