



Design-led Innovation Workshop

This is a one-day workshop that introduces tools and techniques for design-led innovation and encourages participants to try them out.

This course is designed for innovation managers and teams involved in new product/service development.

Course structure

- The nature of design thinking. Framing the design space.
- Innovation depends on how we think about the situation
- Using radiant mapping to visualize our knowledge and experience
- Exercises to explore perception and unconscious assumptions
- Investigating diverse fields of enquiry through push questions
- Building a complex value arena (or problem space) with push data
- Effective management of cognitive span
- Strategies for interpreting complexity including cognitive grouping and centrifuge method
- Multiple perspective problem framing (MPPF), cornerstones of innovation and design universals.
- Integrated mind mapping exercises
- Summary of concepts and methods

Course aims

The course offers participants the opportunity to learn and apply design-led innovation concepts and methods for constructing and interpreting complex and interrelated data.

Indicative Costs

£3,600 fixed cost for 16 participants

Delivered on-site 7-8 hours