



Build Innovation Capabilities Within Your Organization

Date: September 13th- 15th , 2015

Time: 09:00 a.m until 03:00 p.m

Venue: Millennium Hotel & Convention Centre 4th Ring Road, Salmiya, Abou Thar Al Ghafari St.

Contact information: Email: training@kfas.org.kw / Direct: 22278185 or 22278100 Ext. 1881

Registration: Online: <http://oe.kfas.org.kw>

Workshop overview

INNOVATION IS CRUCIAL for most organizations, yet few people are equipped to innovate with confidence. Human-Centered Design can help. The discipline of developing solutions in service of people greatly increases the likelihood of truly innovative results.

Whether you're looking to grow a culture of innovation throughout your organization, prepare a team to be innovation catalysts, or just improve your own capabilities, this workshop is a great place to start.

Workshop Objectives

This 3-day workshop introduces participants to the LUMA System of Innovating for People—a flexible framework for practicing Human-Centered Design.

Through a dynamic mix of lectures and hands-on activities, you will learn a versatile system that:

- Provides your teams with a repeatable way to innovate
- Helps you get more out of your direct customer research
- Measurably impacts your product development efforts
- Promotes productive interdisciplinary collaboration
- Offers creative, effective alternatives to traditional brainstorming

Who should attend

This workshop is ideal for anyone who seeks to accelerate innovation within their organization, is interested in Human-Centered Design, or who wants to improve their skills in these areas.

Ideal participants are experienced professionals in positions of influence within their organization, who can see the opportunity and aspire to create a culture of innovation.

Because collaboration is a key driver of innovation, we encourage multiple attendees—spanning levels and functions—from any organization.

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Every organization needs to develop capabilities that allow people to align, create shared understanding, and move forward together. This system will give you the tools and capabilities to do that, immediately.”

– **ROBIN BEERS, SVP**, Head of Customer Experience Insights—Wholesale Internet: Wells Fargo

Key Benefits

Practicing the LUMA System of Innovation helps individuals, teams, and organizations build key innovation behaviors:

- COLLABORATION

Working together, across disciplines and across organizations, to create something new

- EMPATHY

Understanding and sharing the feelings of others, in order to know how best to serve them

- QUESTIONING

Approaching challenges openly and questioning the question, to make sure you’re solving the right problem

- VISUALIZATION

Giving form to thoughts and words in order to think, collaborate, and test in ways that others can see

- IMAGINATION

Taking a visionary approach to challenges by committing to push past the feasible to create new value

- ITERATION

Making improvements rapidly through cyclical prototyping, testing, and refining

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Instructor Bios

FUNDAMENTALS WORKSHOP

Innovation through Human-Centered Design



JON WEST

Jon recently joined LUMA full time as Executive Director for International Markets, and has been a lead instructor since the company's inception back in 2010. He's traveled the world for LUMA, conducting world-class education experiences and facilitated sessions for our multinational clients in places like China, Singapore, India and Australia.

Prior to joining LUMA, Jon was a Design Strategist at MAYA Design where he was a much sought after design consultant and strategist helping clients apply design thinking to tame complex business problems in diverse domains such as healthcare, energy, finance and consumer products. Some of his past clients include Bayer, Honeywell, Cisco, Whirlpool and Merrill Lynch, just to name a few.

Jon loves to help teams create products and services that their customers love. He's an experienced innovator with years of product management experience and is at his best when coaching or leading teams through interdisciplinary and iterative processes.



MATT COLLIER

Matt helps government, nonprofit, and academic clients develop innovative capacity within their organizations.

Although he remains on our team of talented instructors, Matt recently left LUMA as a full-time employee to return to government service for an exciting opportunity. As a digital service expert he'll help the government buy, build, deploy, and maintain technology products and services that serve the American people more effectively and efficiently, and importantly, in a more human-centered way.

While at LUMA, Matt was responsible for growing our nascent social and public sector practice—including engagements with American and international universities as well as national and state governments.

Prior to joining LUMA, Matt served for four and a half years in the Obama Administration at the U.S. Office of Personnel Management (OPM) as a Senior Advisor to the Director and as the agency's Deputy Performance Improvement Officer for Innovation. At OPM, Matt was responsible for establishing the agency's innovation lab and design thinking practice. He led the comprehensive overhaul of OPM.gov as well as OPM's efforts to "make government cool again" by improving recruitment and hiring for students and recent grads.

Matt has a Stanford MBA and an aerospace engineering degree from Embry-Riddle Aeronautical University where he served as the first-ever two-term student body president. He holds a commercial pilot license and enjoys traveling, snowboarding, and keeping up with politics and current events.

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