

# Build Innovation Capabilities Within Your Organization



Workshop participants practice gleaning insights from research data in a sequence of methods that includes *Rose*, *Thorn*, *Bud* and *Affinity Clustering*.

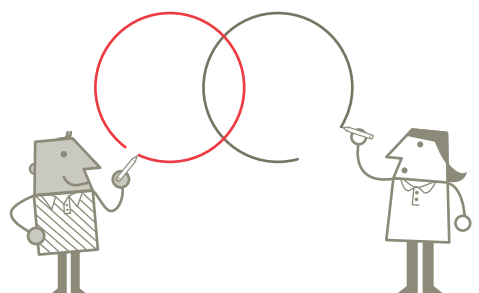
## FUNDAMENTALS WORKSHOP

# Innovation through Human-Centered Design

### 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

## 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

## 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.*

*“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

## DATE & TIME

15-17 March, 2016  
8:30am–2:30pm

## LOCATION

Millennium Hotel & Convention Centre, Kuwait

## REGISTRATION

Register your team today, as workshops sell out quickly:  
<http://oe.kfas.org.kw/>

## CONTACT INFORMATION

Please contact us with any questions or comments:

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