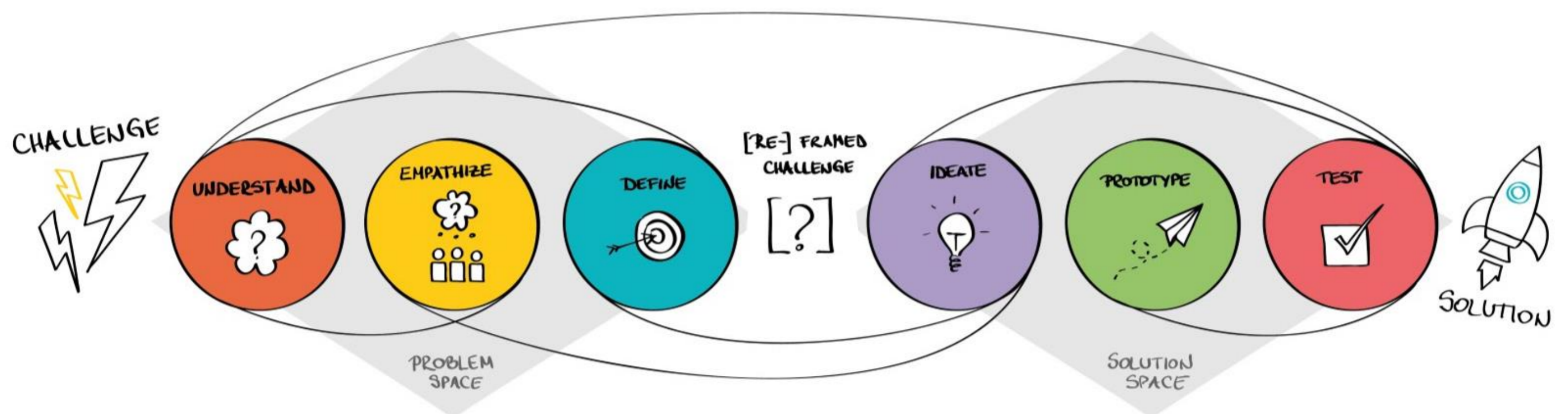# Invitation
Design Thinking Workshop

What is Design Thinking?

Design Thinking demands a consequent feedback-loop between solution creators and the targeted users. Ideas and solutions are being made visible as early as possible in form of simple prototypes. This eases dialog and learning. Potential users can test solutions long before market introduction. By that Design Thinking produces practical user centered innovations.

Create Real Impact Using the Design Thinking!

✓ Human-centered design is uniquely situated to arrive at solutions that are desirable, feasible, and viable.
✓ By starting with humans, their hopes, fears, and needs, we quickly uncover what's most desirable. Once we've determined a range of solutions that could appeal to the relevant community, we then start to home in on what is technically feasible to actually implement and how to make the solution financially viable.
✓ It's a balancing act, but one that's absolutely crucial to designing solutions that are successful and sustainable.

Release your potential!

✓ We will work two days with you on a specific topic.
✓ You will learn Design Thinking experiencing it.
✓ You will work with people who really implemented Design Thinking and Innovation projects at companies in Europe.

You will learn about:

✓ The Design Thinking Philosophy and process
✓ Tools on each of the Design Thinking steps
✓ Tips and tricks from the practice

28-29 October 2019

Tel Aviv, Israel
Venue: TBC

Design Thinking
Use the potential of innovation and change organizational culture

What is waiting for you?

Design Thinking Philosoph

Design Thinking Process

Design Thinking Tools

Tips & Tricks From Practice

Program:

- ✓ Little-little-little ☺ theory about Design Thinking (and a lot of practice)
- ✓ Start to apply the method on a selected topic
- ✓ Empathy tools
- ✓ Define together the problem & point of view
- ✓ Several ideation tools
- ✓ Concept development & rapid prototyping
- ✓ Going further, iterating

Details & Enrollment:

Date: 28-29 October 2019, 09:00 – 17:00

Duration: 2 days

Location: Tel Aviv, Israel;

Cost: **Outrageous ☺ Low Cost per participant:** 299 EUR;

Early Outrageous Birds: 249 EUR;

*For registration and payment until 30 September 2019;

What's in: Knowledge, Energy and Practical Tools;

Language: English.

Register: Send an email at schwarz.doar@gmail.com with the subject

"Design Thinking – I'm in!" and we will answer in the same

day... or you could use the registration form, from our website:

www.integratedconsulting.ro;

Registration limit: 30 September 2019

Number of participants: max 20 people from Industry & Service

About ICG Integrated Consulting Group

- ✓ We are an European consulting group which supports companies & teams through 4 main competences: Change Management, Operation Excellence, Innovation and Leadership.
- ✓ Our solutions are built together with our clients, through professional knowledge, emotions, energy and commitment.
- ✓ We are proud of our special culture, based on quality of our work, engagement and personal appreciation. Though we are hard working professionals, there are also lots of occasions when we have fun together.

Trainers:

Mihai Svasta

Julia Jantschgi