

## BUSINESS STUDIO SERIES

These programs are designed to teach leaders how to foster an innovation-based culture that integrates left and right brain thinking. Educational programming includes strategic planning, portfolio development, design thinking and organization design.

### DESIGN THINKING FOR LEADERS

Having an innovation rich culture is an authentic claim many companies can't make. And, most business analysts would agree that a culture that truly embraces innovation cannot be achieved unless the executive leadership team embraces innovation and the practices required to embed creativity.

Design Thinking for Leaders is a three-day course that will introduce participants to new methodologies in creative process, team dynamics, project framing, consumer research, scenario development, brainstorming, visualization techniques, and critique.

This class is designed for leaders that genuinely want to cultivate an innovation culture by first themselves participating an intense, hands-on demonstration of innovation methods and tools.

#### ***Day One: Observation & Investigation***

Design process & methodology  
Understanding context  
Environment, expectations & performance  
Scenario development

#### ***Day Two: Ideation***

Tools for concept creation  
Effective methods for brainstorming  
Ideation in action

#### ***Day Three: Decision & Validation***

The art of critique  
Selling ideas  
Decision-making  
Retrospective learnings

### BUILDING TEAMS FOR INNOVATIVE OUTCOMES

As individuals, we can meet targets, achieve goals, and find a comfortable level of success. Most of us have learned though, to have a significant impact on a company or an organization, it is usually most effective to take a team approach. Many companies in today's business climate are now asking teams to focus specifically on innovation – with new products, services or process improvements. Assembling an effective team has become more complex with the expectation of innovation-rich outcomes.

This course will look beyond the individual, beyond the norm of team and focus on how to build teams that can effectively produce innovative outcomes – ultimately effecting portfolios and bottoms lines. This one-day workshop will cover the following:

- The Nexus of Team: Terminology and Semantic
- Creativity and Team: Creativity and Innovation
- Process and Team: The Creative Development Journey
- People and Team: The Motivation and Behavior of Individuals, Teams, Sub-Cultures and Organizations
- Value and Team: Understanding the Expectations of High Performance Teams
- You and Team: Personal audit

## TOP INNOVATION TOOLS

What if there was a perfect tool for creativity – the Swiss Army Knife for innovation? While that one perfect innovation gadget may not yet exist, this course will expose participants to a set of tools that can help feed their company's innovation pipeline. NewNorth Center will discuss the process for facilitating innovation and top tools available to be effective through specific stages.

This one day class is designed for individuals interested in discovering new tools that foster creativity and improve effectiveness in various stages of the innovation process and in overall team performance.

- Observation: See beyond the obvious
- Investigation: Cultivate data needed to pursue invention
- Ideation: Facilitate brainstorming
- Decision: Compare, evaluate, take action
- Assess: Audit the process
- Team: Recognizing and leveraging strengths

## SELLING INNOVATION INTERNALLY

Promoting an idea inside your company may be as challenging – if not more so – than coming up with the idea in the first place. Even a great product or service can fall flat with potential supporters if it is not positioned and promoted effectively. Selling is part of the creative process. It is important to consider all of the tools at your disposal when trying to gain acceptance and the support needed to move forward.

- Context, Data & Strategy
- Countenance, Back Story & Narrative
- Solution, Value & Money
- Team & Empathy
- Educate & Presentation

## CULTURE OF INNOVATION

Unfortunately, saying you have an innovation-based culture doesn't make it so. Neither does including the word 'innovation' in your mission statement. Fostering an culture of innovation is more about 'how' you do business that 'what' your business produces.

This one day course will highlight specific areas of focus that any company would have to address in order to promote a sustainable culture of innovation.

- Leadership: Get over fears, insecurities, stereotypes
- Process: Develop and deploy a disciplined creative system
- Teams: Encourage growth of individual knowledge, process & character
- Participation: Make creativity a corporate expectation
- Environment: Lead by example and nurture the process
- Axiom: Clarify the brand with action
- Orthodoxy: Determine the non-negotiables

## FUTURE THINKING

While future scenario development can take days, weeks and even months, this highly compressed workshop is designed to simulate the end-to-end process of creating a futures scenario. This one day session will provide a hands-on experience in future forecasting through the use of tools that can be practiced outside of the classroom.

- Hunt Statement: Framing the question requires new learning
- Trend & Issue Scanning: STEEP process, futures tools
- Divergent Exploration: Futures wheel, cross impact matrix, cluster analysis
- Converge & Synthesize: Taking a position, design brief preparation

NewNorth Center is a non-profit, hybrid educational and business institution. The Center specializes in immersive skills training, research, executive education courses, custom interchange, regular workshops, in-depth seminars, and an annual Design in Business Summit.

Our portfolio will feature design-centric, post-graduate business programs formulated expressly to bring increased value to local, regional and national companies and organizations. NewNorth's goal is to help companies succeed by embedding the habits of creative thought and design methods into their business processes.