

# design thinking

TRAINING PROGRAM FOR



# Who we are...



**Valérie Reynaud /** PARIS - FRANCE

Valérie is an empathic designer, a positive thinker and a genuine entrepreneur. For 20 years, she has been Creative Director for global design agencies including her own during ten years. She loves to make connections between strategic design and creative approaches, guiding her clients via their own innovative talents and opening doors to co-build a desirable world for the future.



**Tamara Christensen /** PHOENIX - USA

Tamara is a passionate and expansive thinker who can evoke the inspiration and brilliance that lives in each of us. She combines 20 years of experience with design thinking, research and collaboration to deliver audacious work experiences that catalyze creative thinking, align diverse points of view, and accelerate decision making.

# Who we work with...

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SeeByChloé

L'ORÉAL



Givaudan<sup>®</sup>



Honeywell



The New York Times

# Recent efforts...

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## **Honeywell**

Dedicated specialist leading Honeywell User Experience workshops with cross-functional Aerospace teams to learn and apply design thinking tools on strategic projects and initiatives.

## **VML**

Design and delivery of productized workshop offerings that utilize Design Thinking tools and internal facilitation training for the Global Advisory team of a global digital marketing agency.

## **Salt River Project**

Design and delivery of a Strategy Cocreation program that engaged employees from a public power and utility organization in innovative, cross-functional approaches to strategic planning.

## **Johnson Controls**

Delivery and facilitation of a global Innovation Thinking training program. Design and delivery of the Train-the-Trainer program and project to evaluate participant and manager post-training experience and develop materials to improve learning integration and performance assessment.

## **Anglo American**

Design and delivery of a strategic visioning experience for a global cross-functional team following a reorganization.

## **BNP Paribas / Com group / People's LAB**

Design and facilitation of various workshops for the Intrapreneurship Accelerator of BNP Paribas Group on the topics of Prospective, Value Proposition Design, Storytelling and Mindfulness. Also responsible for design of the visual identity and communication tools.  
*(with Sabrina Murphy-Gaulay)*

## **BNP Paribas / Securitie Services / Trustworthy**

Initiated a new approach to collaborative innovation and integration of a Design Thinking process for a user-centered project of KYC/AML digital platform, the main component of a future BP2S profiling offer.  
*(with Laure Capron & Nadine Crepin)*

## **EM Lyon Business School**

Training programmes on Design Thinking dedicated to corporate.

## **Bayer**

Design and facilitation of a Design Thinking sensibilisation workshop for 80 participants from R&D and Marketing teams.

## **SNCF TGV Pro**

Design and facilitation of a Design Thinking workshop focused on the customer journey for business trips by train.

## **Givaudan**

Delivery of a training program for the entire staff of the French Fragrance company focused on creative thinking and methodologies applied to innovation and collaborative intelligence.

## **We also regularly provide training & experiential programs for international events ...**

CREA (Sestri - Italy) / Creative Problem Solving Institutue (Buffalo-USA) / Mindcamp (Toronto - Canada) /  
Récoltes Créatives (Montréal - Quebec) / Colloque Créa-France (Paris)

# What we think...

There are dozens of approaches to design thinking, now recognized around the world. **Our approach to training in design thinking and its fundamental principles and assets enables us to strategically adapt our modules to your unique learning needs, your organisation culture, and your professional context and stakes.**

Our approach to human-centered innovation allows you to interact in innovative, efficient ways with your teams, your users and your customers. The objective is to develop the creative and collaborative intelligence of individuals and to give them the courage to initiate innovative projects, new products and services, new user experiences, and new business models that are adapted for tomorrow's complex world.

**Our teaching is based on “doing”.** We design experiences that allow participants to experiment with tools and simple methods and then draw out useful learnings and prepare to effectively integrate them.

Participants in our training leave with new creative skills, an optimistic mindset and the motivation to put into action the fundamental principles of co-creative intelligence.

**More than ever, the future demands creative design thinkers !**

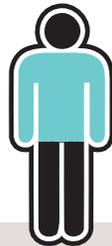
Valérie & Tamara

# Develop a community of design thinkers

Design Thinking Programs are designed to prepare communities **to understand and confidently apply innovation thinking and skills in their daily work**, whatever their level of knowledge and expertise with creative tools and techniques.

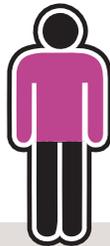
The programs provide **a wide range of experiences that promote :**

- > **Learning by doing** and sharing a common culture of innovation
- > **Innovation skill-set and mind-set development** for immediate application and strategy for integration
- > **Project-based learnings** and specific materials available in digital and print format
- > **Cross-functional & international collaboration** for diverse team composition within your own context



## **Ambassador**

Becoming an ambassador able to promote Design Thinking, Raise awareness about the mindset, skillset and toolset of an innovation culture.



## **Design Thinker**

Becoming a creative resource on projects that integrate a Design Thinking approach



## **Facilitator**

Becoming a skilled facilitator able to lead others through projects that use Design Thinking approach



## **Trainer**

Becoming a skilled trainer & coach able to lead the range of training programs, and coach teams doing projects with a Design Thinking approach

# Key objectives...

Participants in this training will develop a range of skills in:

## **Empathetic Communication & Collaboration**

- > Apply a human-centered approach to innovation for customers
- > Seek input and feedback from key stakeholders to meet their real expectations while developing novel solutions
- > Proactively communicate and collaborate with others

## **Problem Finding & Framing**

- > Generate and utilize customer insights to identify motivation drivers, patterns and relationships
- > Synthesize complex information for problem identification to ensure the right problems get addressed

## **Novel Solution Generation & Development**

- > Stretch imagination and explore a range of possible solutions that create new opportunities for business
- > Integrate prototyping early and often to improve solutions and achieve first time capable results
- > Strategically select optimal solutions to meet customer, business and technical needs

## **Agile Decision Making**

- > Improve decision making through testing and iterative feedback loops
- > Identify opportunities and obstacles to fuel the development and implementation of solutions
- > Demonstrate agility, flexibility and collaboration in fast-paced and ambiguous environments

## **Results-driven Documentation**

- > Set and achieve project goals with consideration for impact on customers and business
- > Leverage communication and collaboration tools to share and integrate knowledge and expertise
- > Develop and implement methods to communicate project progress and outcomes and make efforts visible

# via Innovate design thinking

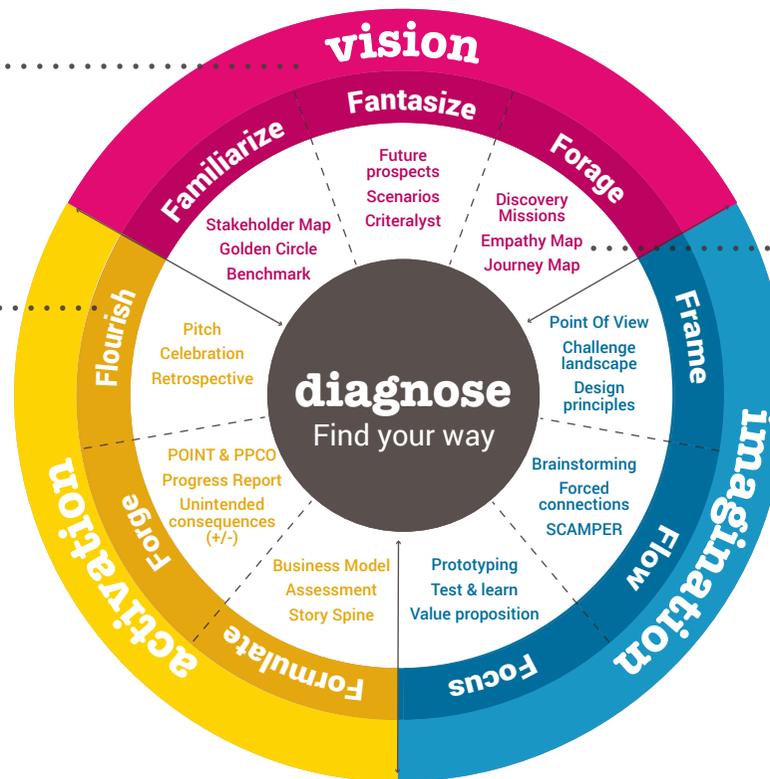
**VIA is a path to explore co-design for innovation** / This framework, designed by Tamara Christensen and Valérie Reynaud, is inspired by two seminal innovation approaches developed in the United States in the 1950s, that include **Creative Problem Solving**, by Sid Parnes and Alex Osborn, and **Design Thinking**, at Stanford by Herbert Simon (amongst others) and popularized by David Kelley and Tim Brown, co-founders at IDEO. It has encouraged a new transformational model for idea generation and implementation through an iterative development cycle of **Empathize / Frame / Ideate / Prototype / Test**, and this from the beginning of the design process to the end.

## VIA mindset

Curiosity      Evolution  
 Empathy        Courage  
 Connection     Experimentation

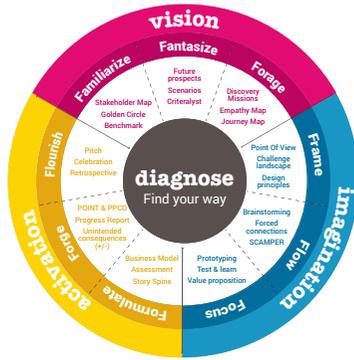
## VIA skillset

**Familiarize** to understand the complexity  
**Familiarize** to explore potentials  
**Forge** to connect with people  
**Frame** and define the challenges  
**Flow** to ideate novel solutions  
**Flow** to develop strong solutions  
**Formulate** to shape the systemic model  
**Forge** ahead with the project  
**Flourish** to spread impact & learn



## VIA toolset

Simple, visual & didactic  
 Promote shared knowledge  
 Facilitate project documentation



# via toolkit...

3 SPACES - 9 OBJECTIVES - 27 TOOLS

## vision

Exploring possibilities and empathizing with people

### Familiarize / Understand the complexity

**Stakeholder Map:** Identify the key stakeholders

**Golden Circle:** Clarify the Why, How, What for program

**Benchmark:** Understand the landscape of opportunity

### Fantasize / Explore potential

**Prospective:** Look to the future to explore trends

**Scenarios:** Generate possible user situations and contexts

**Criticalysts:** Create questions to be criteria and catalysts

### Forge / Connect with people

**Discovery Missions:** Get into the wild to observe, ask and listen

**Empathy Map:** Organize data, identify pains and gains, get insights

**Journey Map:** Illustrate the end-to-end use experience

## imagination

Framing problems to solve and experimenting with the iterative development of solutions.

### Frame / Define the key challenges

**Point of View:** Describe a user, an insight and a problem

**Challenge Landscape:** Map the terrain of challenges

**Design Principles:** Establish guidelines for design efforts

### Flow / Generate novel ideas

**Brainstorming:** Use divergent and convergent thinking

**Forced Connections:** Use analogies to generate ideas

**SCAMPER:** Stretch creativity to generate more ideas

### Focus / Develop strong solutions

**Prototyping:** Build to think

**Test & Learn:** Get input from key stakeholders

**Value Proposition:** Identify value for the customer

## activation

Implementing a plan and monitoring progress towards goals

### Formulate / Shape the systemic model

**Assessment:** Establish method and tool to assess efforts

**Business Model:** Map the business model and strategy

**Story Spine:** Capture plan and intended outcomes as narrative

### Forge / Plan the project

**POINT & PPCO:** Strengthen the plan and engage support

**Progress Report:** Share the status of the project

**Unintended Consequences:** Identify impact of the project

### Flourish / Spread impact and learn

**Pitch:** Create a pitch to inform, inspire and persuade

**Celebration:** Acknowledge efforts and reward success

**Retrospective:** Reflect on learning and how to improve

# Programmapping

**PILOTS : 3 outcomes :** Train the collaborators / Validate format & content / Finetune the specific tools

**WORKSHOPS : 3 outcomes :** Keep training the collaborators / Boost the spreading process / Supervise the facilitators-trainers  
«in action»



**1** **«Big View» on Design Thinking**  
A brief immersive experience through a complete cycle of a Design Thinking process  
**In-person / 3,5 hours**



**2** **Become a «Design Thinker»**  
Design Thinking and Doing Immersion  
A project-based program  
**In-person / 2 days**



**5** **Develop mastery to teach Design Thinking**  
A theory & process-based program  
**In-person / 3 days (2 + 1)**



**3** **Mastery at facilitating Design Thinking**  
BNP Paribas project-based program  
Facilitate Design Thinking with Others  
**In-person / 3 days (2 + 1)**



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## «Big view» of Design Thinking | In-person / 3,5 hours

### What is it...

**A brief immersive experience through a complete cycle of a Design Thinking process. We will guide participants through a complete cycle of Design Thinking activities including the following:**

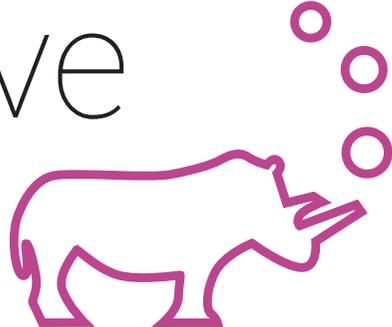
- > Welcome and brief orientation
- > Design Thinking exercise with participants having a partner «client» to serve
- > Debrief discussion of the experience including lessons and insights
- > Introduction to Design Thinking (high level overview, similar to online program introduction)
- > Discussion of potential for Design Thinking for participant-specific initiatives and projects
- > Review of program elements and options for next steps

### Outcomes...

**Upon completion of the Voyage Express, participants will be prepared to COMMUNICATE about Design Thinking and be able to:**

- > Describe the fundamentals of Design Thinking, including mindset, skillset and toolset
- > Identify opportunities or projects where a Design Thinking approach might be appropriate
- > Discuss the value and application of Design Thinking skills and tools and support such efforts
- > Pursue additional development opportunities

# 2 creative safari



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Become a «Design Thinker» | In-person / 2 days

## What is it...

### A Design Thinking and Doing Immersion.

A training program to provide a hands-on introduction to the Design Thinking mindset, skillset and toolset.

Utilizes a project-based approach where participants will address a challenge and work collaboratively to learn and apply the Design Thinking approach. Includes introduction to Design Thinking toolkit and various tools and materials that are available to participants for use after the training.

The first two days of training provide an immersive deep dive that prepares participants for practice and to experiment with new tools and techniques.

## Outcomes...

### Upon completion of the Creative Safari, participants will be well-prepared to PRACTICE Design Thinking and be able to:

- > Champion the value of Design Thinking, including mindset, skillset and toolset
- > Seek out opportunities or projects in their daily work where a Design Thinking approach can be implemented
- > Apply the complete set of Design Thinking tools to their own projects and identify necessary resources
- > Pursue additional development opportunities

### **\*\*Prototyping the «Creative Safari» pilot**

*First prototypes of the program will be delivered in Paris. The next round of prototyping can be delivered in US.*

*Feedback from participants will help finalize the «Creative Safari» and other program elements for wider distribution and delivery.*



# 4 trainer training

Become an «Internal Trainer» | In-person / 3 days (2 + 1) + Online Coaching / Certification

## What is it...

This program prepares people to be Design Thinking Experts and deliver all of the modules of the program (i.e. Voyage Express, Creative Safari and Facilitator training).

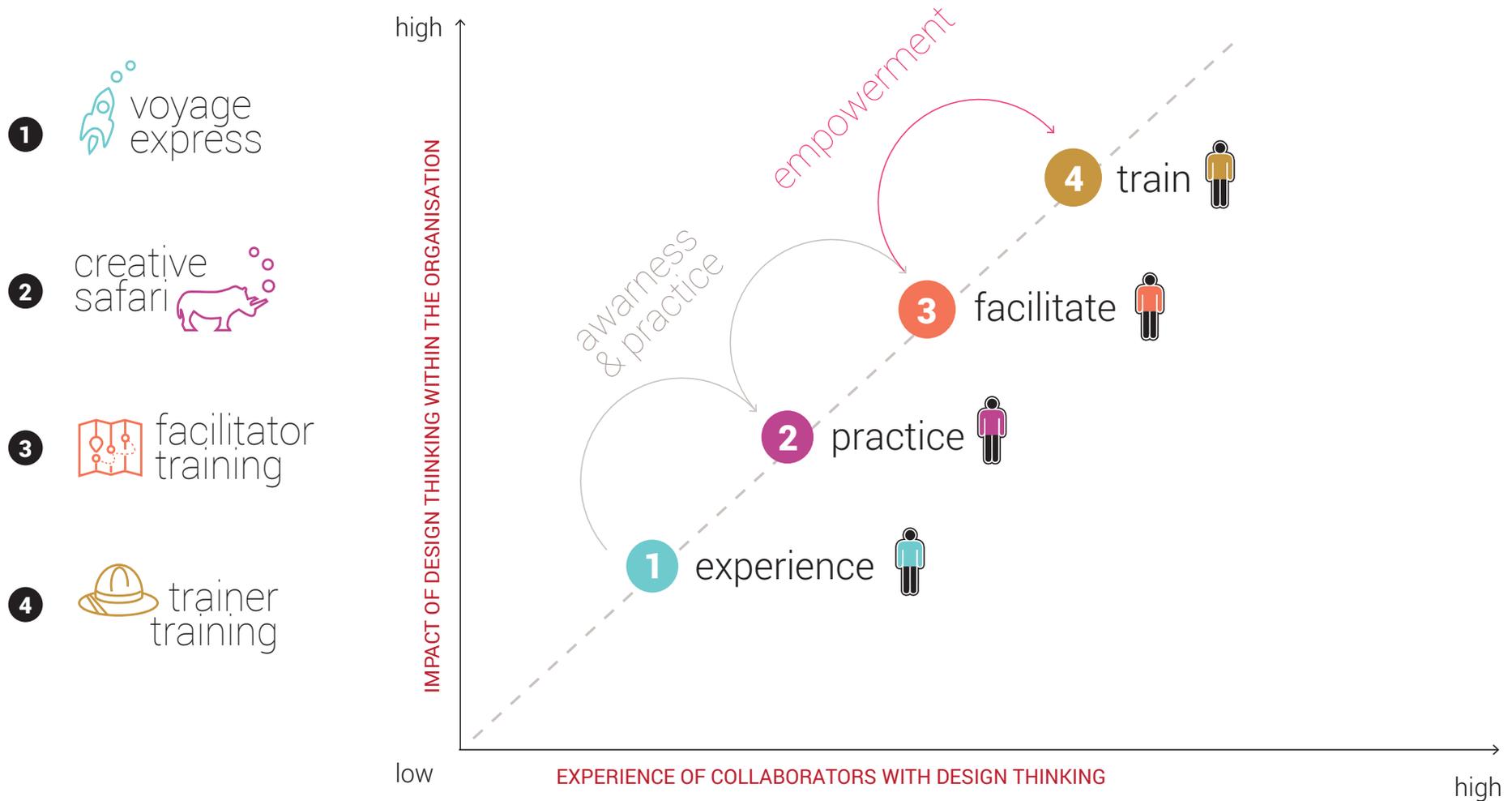
Available for those who have completed the facilitator training program, or for people who already show strong competencies in facilitating or training the creative process. The training is done in-person and participants will be expected to demonstrate their knowledge and capabilities in delivering the content and responding to learner needs and questions. We recommend that Trainers-in-Training complete a certification process that includes co-delivery of a module with an expert, a performance assessment and a peer coaching experience before being permitted to lead modules on their own.

## Outcomes...

Upon completion of Trainer Training participants will be prepared to TRAIN & COACH Design Thinking and be able to:

- > Deliver the Voyage Express and/or Creative Safari training modules
- > Act as an expert resource for participants in any of the Design Thinking program modules
- > Coach project teams through Design Thinking activities and projects, addressing challenges that emerge and sharing outcomes
- > Serve as an ambassador for Design Thinking and identify participants with potential for additional development

# Development path



# LÀ pricing grid



designed for 40 participants  
Printed training material : 20 € / pers



designed for 24 participants  
Printed training material : 40 € / pers



designed for 16 participants  
Printed training material : 40 € / pers



designed for 8 participants  
Printed training material : 40 € / pers

PILOT / 0,5 day		WORKSHOP / 0,5 day	
Design and preparation	1 day	Preparation	1 days
Facilitation	1 day	Facilitation	1 days
Design finalization	1 day		
<b>5200 € / 130 € per participant</b>		<b>3700 € / 92,50 € per participant</b>	

PILOT / 2 days		WORKSHOP / 2 days	
Design and preparation	4 days	Preparation	2 days
Facilitation	4 days	Facilitation	4 days
Design finalization	2 days		
<b>17 800 € / 890 € per participant</b>		<b>11 800 € / 492 € per participant</b>	

PILOT / 2 days + 1		WORKSHOP / 2 days + 1	
Design and preparation	4 days	Preparation	2 days
Facilitation	6 days	Facilitation	6 days
Design finalization	2 days		
<b>22 200 € / 1 387,50€ per participant</b>		<b>16 200 € / 1012,50 € per participant</b>	

PILOT / 2 days + 1		WORKSHOP / 2 days + 1	
Design and preparation	4 days	Preparation	2 days
Facilitation	6 days	Facilitation	6 days
Design finalization	2 days		
<b>22 200 € / 2 775€ per participant</b>		<b>16 200 € / 2025 € per participant</b>	

1 day design / preparation : 1500€ - One day facilitation 2200€

The pilots will be prepared and facilitated by Valérie & Tamara in person / The first workshops will be delivered by Valérie and Tamara with internal co-animators. Travel, lodging and meal expenses are not included in the prices / Travel days are billed at 715 euros per a day.

# Your needs...

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NUMELINK is a cluster that federates and animates an IT-corporate network in Rhône-Alpes region, through a mission of developing innovative projects. As part of a European Union-funded project to develop new ideas in the field of **smart and sustainable transport & logistic**, NUMELINK joined 3 other clusters with the common goal of animating a community of European companies that will be involved in this global and ambitious project.

- A Spanish cluster : Transport & logistic
- An Italian cluster : Environnement & sustainable developement
- A Bulgarian cluster : IT

LÀ is asked to train 8 animators (2 for each cluster) in design thinking approach, in order to give them the basic skills to animate creative innovation workshops with the companies and stakeholders involved.

# Our proposal...

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Based on our **Creative Safari** program, we will design a 2-day training that includes the 5 main phases of Design Thinking, providing some tools and simple methods for each of them :

- > **DISCOVER** : How to explore the context & customer needs
- > **FRAME** : How to identify a good “insight’ and to formulate the good challenge
- > **IDEATE** : How to generate more novel ideas
- > **PROTOTYPE** : How to prototype and what for
- > **TEST & LEARN** : How to give and receive feedbacks

**As our teaching is based on “doing”**, we will design a program that allows participants to experiment the process through a ‘real’ challenge that we have to define with Fabien before.