

GUIDE TO DESIGN THINKING

better every time



Design Thinking is the answer to the fast paced challenges of our times. It paves the way for an abundant, desirable future.

Everything you create can delight your customer, be technically feasible and economically viable.

New products and services are created with the goal of innovation. Unfortunately, many fail at great expense.

Sometimes they fail because we can't build them successfully, but more often, it is because we built the wrong products.

This is an enormous waste of money, time and talent. It damages reputations and careers.

Design Thinking is the technique dynamic companies use to make their products and services *better every time*.

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KEY TAKE-AWAYS

The path to innovation

This course will explore new ways of looking at problems through empathy and collaboration. Innovation starts with people, putting human needs at the centre of each design decision.

In order to be successful an idea needs to be desirable, feasible and viable. It must truly meet a human need, be practical to produce, and succeed in the marketplace.

Design thinking

Design thinking consists of phases like empathy, definition, ideation, prototyping and testing. These are often taught in a linear fashion but in practice they are applied iteratively as more is learned about the product or service being created.

Design thinking advocates a "customer first" approach. This is a valuable counterpoint to the common mistakes companies make when producing goods and services, introducing products like New Code into the marketplace that fail because not enough attention was paid to customer desires.

Inside your organization

To produce a product or service that is desirable, a customer first design process is ideal. To produce a product that is also feasible and viable, we will apply a human centred approach to engage stakeholders inside the organization.

To do this, we will apply many of the tools that make design thinking so powerful, like journey mapping.

On the surface it may seem indulgent to devote such attentions internally, but a happy employee is a good employee. Good employees mean happy customers. And happy customers are good customers.

End result

Every participant will leave with the skills to lead the design of products and services that benefit the customer, the company and the people who make up the company.

WHO IS THIS FOR?

Are you designing products? Embarking on an office reorganization or renovation? Producing new online services? Devising new systems to deliver existing services with greater efficiency?

A human centred approach will give you the confidence to commit resources, time and funds to your ideas, knowing they will be welcomed by the people engaged by your products and services.

HELLO!

I am an innovation coach located in Toronto, Canada.

Companies hire me to speak and facilitate workshops that get them unstuck and producing novel, must-have products and services. I also host public workshops on innovation and design thinking.

My mission is to learn and share the techniques of innovation. I am an engineer by training, a technologist with over twenty years experience in higher education, and have worked alongside some of the most creative and innovative people on the planet.



TIM HAMPTON
INNOVATION COACH

TESTIMONIALS



STEPHANIE CHEUNG

Tangible, actionable strategies for growth. Positive, professional but friendly environment. Your expertise and enthusiasm was great!



CAROL WARD

Tim did a great job! I loved it! Variety of ideas; diversity of business owners' opinions and perspectives, knowledge; ease and flow of discussion and instructions.



STEPHANIE GUNBERT

Incredibly useful, fun and rewarding. The practical aspect: I am leaving with new ideas and actionable items. Your quotes and flow I thought were really great, Tim. I was connected to your intention. Loved the worksheets!!



ANNA JUPP

We got what we asked for and then some. The opportunity to zero in on our unit, our team, our goals. The relaxed, engaging environment. Your thoughtfulness, flexibility and desire to ensure our goals were being met.

HUMAN CENTRED INNOVATION

doing well by doing good

AGENDA

Human centredness

- The case for empathy
- Every problem is human - so is every solution
- The value of empathy to careers
- The rise of the machines - where people are vital
- The meaning of "change agent"

Design thinking

- Putting the customer/user at the centre
- Developing empathy - interviews, journey maps
- Defining the challenge.
- How Might We statements and framing
- Developing and selecting candidate ideas
- Prototyping and testing

Looking within

- Humans inside the organization
- Linking their aspirations to the outside world

Case studies

- Human centred design at Tesla, Steelcase
- Failures of empathy and how to avoid them

FORMAT

Private workshops

This course is ideal for groups between 4 and 20 in size.

The duration is 3 hours to 6 hours depending on customization and the size of the group. The sessions are hands on and interactive and can be tailored to the specific demands on your team.

Arrange a private session for your team by contacting me directly at tim@designthinkingtoronto.com.

Public workshops

Stay tuned for announcements of this session to be offered to individuals publicly.

If you are interested, please let me know by emailing me directly at tim@designthinkingtoronto.com. I'll keep you up to date on pending courses.

LET'S INVENT SOMETHING!

It is my belief that we can all produce innovation on demand using proven methods like Design Thinking and human centred design.

I look forward to working with you. Email me at tim@designthinkingtoronto.com.

For more information on workshops and available keynotes, please visit designthinkingtoronto.com.



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