

# Innovation In Action: An Immersive Experience

## Why?

For companies that want to:

- Make innovation a differentiator for their business
- Develop a common language and process for innovation
- Figure out how to more systematically deploy their innovation efforts
- Balance their lean efforts with some new product/service process
- Create a large-scale event to set the stage for broader innovation-based culture change

## Who?

- Project teams
- Product/Service design teams
- Project leaders
- Senior leaders trying to create a culture of innovation  
(up to 80 people max)



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## **Pre-work for the experience**

- Read IDEO's d.School Boot camp Bootleg (pp. 1-10)
- Watch 1-2 TED talks (chosen based on client's goals)
- Facilitators and Client Sponsor set scope
- Teams come in with a business challenge to address

## **MC Role**

- Meet with Sponsor to identify teams and business challenge(s) to be worked on
- Identify 2-4 innovative organizations/sites in the area for teams to observe
- Send out pre-work material and arrange for simulation
- Run workshop with minimum of two facilitators or more if needed
- Debrief with Sponsor after to offer team
- Coaching tips going forward

## **Client Role**

- Identify innovative organizations in your area, but outside your industry that teams can go observe for two hours
- Identify teams of 8-20 max per project
- Provide venue and one laptop per team for simulation on day 2



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Day 1	Day 2	Day 3
<p><b>A</b> <b>M</b></p> <p>8:30-4:30 Teams meet in lobby; are briefed on human-centered design and qualitative data gathering; then depart for site visits in the area</p>	<p>8:00-8:45 -Keynote speaker – possibly internal speaker to share company’s innovation challenge</p> <p>8:45-12:30 Design Thinker Simulation</p>	<p>8:00-9:00 –Facilitators share some ideas around influencing behavior change and getting others in the organization to stay open to new ideas (influencing change) 9:00-11:30 First Prototypes: Teams use materials available to create their first prototype to take back for feedback and testing</p>
<p><b>P</b> <b>M</b></p> <p>They will visit and make observations at at least 2 different venues (outside their industry) to unearth insights into how to do things differently. They can take notes, pictures and/or film for use later.</p> <p>4:30-7:00 dinner/free time</p>	<p>1:30-5:30 Design Thinking Process Rotations (groups of 12-20) rotate thru 4 stations:</p> <ul style="list-style-type: none"> <li>• Assessing the scope of their business challenge for “fit”</li> <li>• Generating observations and insights to be tested</li> <li>• Generating opportunities to be explored</li> <li>• Brainstorming on ideas for low-cost, low-risk experiments teams can deploy</li> </ul>	<p>11:30-12:00 feedback and reflection on the experience and how the facilitators can improve the process for future groups.</p>
<p><b>E</b> <b>V</b> <b>E</b></p> <p>7:00-8:30 – Facilitators gather teams to share observations and distinguish observations, from insights, from opportunities</p>	<p>5:30-8:00 Dinner/prepare for Gallery Walk 8:00-9:00 Gallery walk: teams summarize their efforts and best ideas to date on 1-2 flipcharts and invite people to improve on their work by placing post-its</p>	

