

# Programme structure

## Design Thinking for Innovation

**actionable**  
Insight-led innovation, strategy & change



### Course overview

Never before has the pace of change been so rapid, competition so fierce and customer expectations so high. Some choose to carry on as normal, but others see this as a time of great opportunity, improvement, change and growth. This masterclass is for those that want to lead change, make things better and make better things. In this innovation masterclass, Trevor Vaugh and Martin Ryan share, through applied learning, the tools, process and mindset they have used to successfully conceive and launch world first radical innovations, build internationally successful businesses and coach some of the most successful companies in Ireland and abroad. Through their unique approach to design thinking, they incorporate key concepts from behavioural science, strategic decision making and wider disruptive innovation theories to deliver a masterclass in human-centered innovation.

### The simple facts

**72%** of executives say they're not out-innovating their competitors  
**70%** of innovation & Intrapreneurship efforts fail  
**84%** of companies integrate just 1.8 types of innovation (out of possible 10)  
**89%** of companies today expect to compete mostly on the basis of customer experience, versus 36% four years ago

## Day 1 26th September

Introduction to Design Thinking for innovation,  
The user-centred approach

### 09:30 to 13:00

An introduction to Design Thinking and user centered innovation.

#### Today's market realities

In today's volatile market companies must innovate or die. We open the training by sharing the key market patterns and challenges facing all organisations before introducing a user centered approach to deliver sustainable innovation.

#### User centered research methods

To identify opportunities you must ask the right questions of the right people. Here we discuss who to prioritise, and share a number of key methodologies for effective user research. Participants will learn how to observe and capture user behaviours and attitudes.

### 14:00 to 17:00

How do you move from research findings to new ideas? In this session we guide participants through the process from research to insight to solution creation.

#### Preparing for ideation

Gathering research data is only half the battle. Now you must successfully interpret the data and extract the valuable insights. New insights must be carefully crafted in to a vision statement that retains the new knowledge and balances ambition and realism. Here we share key methods to promote creative idea generation and a unique, high potential value proposition.

#### Brainstorming

An introduction to best practice methodologies.

## Day 2 27th September

Solution building & validation

### 09:30 - 13:00

An introduction to concept building and validation. Learn how build, test and de-risk your innovation concepts

#### Refining the solution

Construct a complete solution and consider the appropriate business model.

#### First steps to validating your solution

Every solution has implicit assumptions. In order to manage risk we must establish what these are and test against market realities. This will help us to understand the likely success, or failure, early in the innovation project.

Here we introduce simple experiments to test and validate your solution.