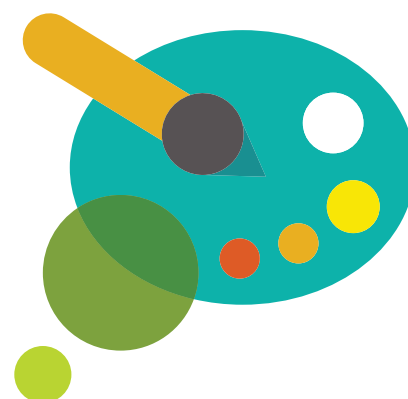


PRESENTS

GROW YOUR BUSINESS THROUGH DESIGN

An Interactive Approach for Creative
and Digital SMEs

WEDNESDAY 11TH SEPTEMBER 2013
9:30 AM - 4:30 PM



This one-day workshop is for creative and digital businesses seeking to embed 'Design Thinking' into all facets of your organisation's products and/or services to explore new opportunities and enhance customer experiences. Design thinking uses the designer's sensibility and methods to match people's needs with what is technologically feasible and what a viable business strategy can convert into customer value and market opportunity.

The workshop is highly interactive and previous experience of Design is not a requirement to attend. It focuses on applying creativity, collaboration, critical thinking and communication (4Cs) when addressing challenges. It will help you understand the tools and processes used in Design Thinking.

Benefits of attending include:

- Exploring opportunities within strategy development
- Driving innovation through co-creation
- Gaining competitive advantage through design enhancement
- Enhancing your problem solving skills
- Implementing human-centred user experience
- Getting involved in rapid and frequent prototyping
- Understanding what your customer really values

The activities used in the workshop are developed by the Institute of Design at Stanford and Design Thinkers Group.

INFORMATION

VENUE
THE WORK FOUNDATION
21 PALMER STREET
LONDON
SW1H 0AD

9:30 AM - 4:30 PM
INCLUDES NETWORKING LUNCH

This is a fully funded programme for established eligible SMEs (small and medium enterprises). For eligibility and registration information contact:

Email: noor@londonfusion.org.uk
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