

# Design for Strategy WORKSHOPS



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**About the *Design for Strategy Workshops*:** Strategy is fundamentally a creative practice because it requires perspective, recombinations and reframing. In all of these workshops, participants will learn and apply 4 basic principles of design thinking: empathy, lateral thinking, prototyping and story. They will leave with tools and frameworks to apply to their actual project, organizational and business challenges.

**The approach** is action oriented, hands-on, collaborative, flexible and highly engaging for all involved. The design thinking methodology is grounded in curiosity, exploration and discovery and uses a human centered approach to explore insights from people, organizational culture, the environment and policy drivers. These workshops will equip participants with tools and frameworks to use in their daily work and build a culture of optimism.

**The outcomes** of these workshops will include:

- Self-awareness about how to flow between structure and ambiguity;
- Ideation techniques;
- Frameworks that help you go from a big, audacious idea to a practical plan for implementation;
- More connected and collaborative teams;
- An understanding of how to use basic qualitative research methods to solve problems and build strategy;
- Visualization of insights and complex ideas through doodling;
- Developing journey maps as prototypes to build and improve services and processes.

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## **About Figure 8 Thinking, LLC**

Figure 8 Thinking is a design strategy firm that helps people apply creativity to strategically innovate. Specifically, we use design thinking and qualitative research methods to frame better questions and arrive at more meaningful insights. Clients have included: Publicis; Comcast; The Lenfest Foundation; SEB Bank and Tyson Foods.

Principal, Natalie Nixon is a design strategist and a hybrid thinker with a background in anthropology and fashion. At Figure 8 Thinking, LLC she helps organizations accelerate innovation and growth by developing meaningful strategy through design thinking and ethnographic research. She's the editor of *Strategic Design Thinking: Innovation in Products, Services, Experiences and Beyond*; a regular contributor to *INC* online magazine; a Fellow at the Paris d.School and a lecturer at the University of Pennsylvania. Natalie earned a BA (Cum Laude) in Anthropology and Africana Studies from Vassar College and a PhD in Design Management from the University of Westminster in London.

## **Workshop Descriptions:**

1. **It's All In The Questions We Ask: Curiosity Based Leadership** – Innovation starts with asking better questions. In this introduction to design thinking workshop participants learn to exert 80% of their effort in framing the problem and identifying the right question to ask for the challenge at hand. Often businesses spend millions of dollars on efforts that are based on assumptions that have not been clarified in advance by testing ideas in an iterative process with the people who will actually use their products and services. Lateral thinking and ideation exercises will be emphasized in this workshop.
2. **Fashion Thinking**- Fashion is excellent at anticipating what is around the corner- and other sectors can benefit from thinking more like a fashion designer. Using trend research and strategic storytelling, participants will explore how thinking like a fashion designer will lead to more innovative ways to sustain and grow their business. We will use a 7-point framework to learn how to build upon, edit down or create new approaches creating products, services or experiences.
3. **Multiple, Possible Audacious Futures**- The best way to orient for a future state is to identify multiple possible futures (not a singular one) through scenario planning and thereby anticipate change. Trends are data from the future; they help us to identify signals to incorporate into journey maps. We will develop personas and journey maps as prototypes, rough draft mock-ups to test services, experiences and processes in iterative stages. Participants will gather feedback, and then build upon the journey maps.
4. **WonderRigor™ Leaders**- Intuition, or pattern recognition, is a tool for leadership. The most effective leaders know this and tap into their intuition in order to lead effectively and with purpose. In this workshop, participants will learn the 3iCreativty™ and WonderRigor™ frameworks to map their approach and style according to specific tasks and projects. The 4 WonderRigor archetypes in the WonderRigor™ framework are fun and useful ways to pinpoint how to build teams and identify ways to build in more wonder and more rigor into a project.
5. **Business Model Disruption**- In this simple, visual approach to map a business model, participants will explore alternative methods of generating revenue, identifying new customers, and working with previously unexplored key partners that will creatively disrupt the current way of doing business and identify new value. Participants will learn patterns of business models and collect insights from real people and create personas in order to explore business challenges from the perspective of their customer.