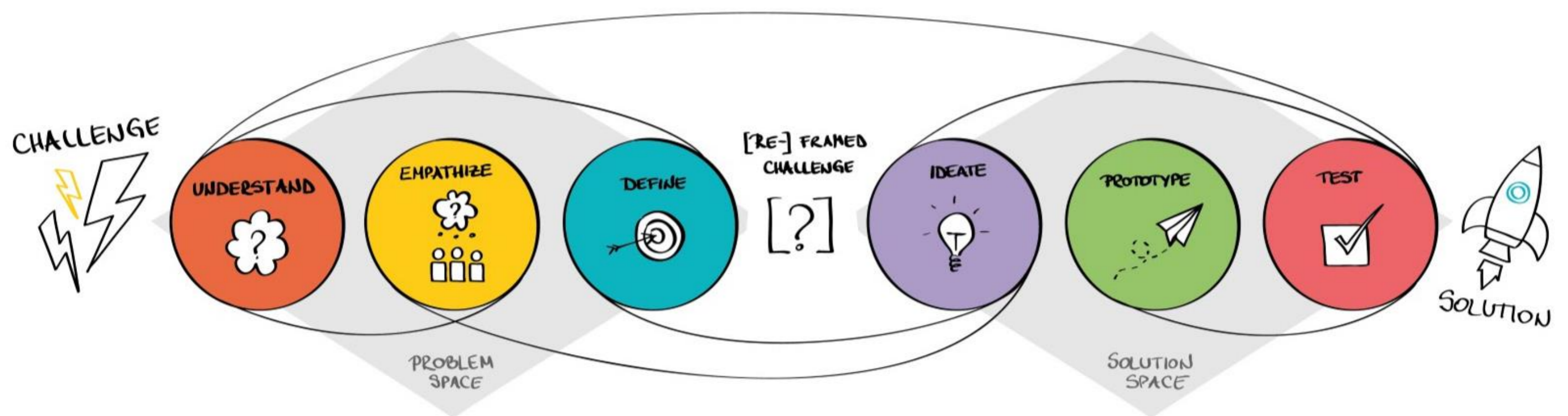


Invitation

Design Thinking Workshop



What is Design Thinking?

Design Thinking demands a consequent feedback-loop between solution creators and the targeted users. Ideas and solutions are being made visible as early as possible in form of simple prototypes. This eases dialog and learning. Potential users can test solutions long before market introduction. By that Design Thinking produces practical user centered innovations.



Release your potential!

- ✓ We will work two days with you on a specific topic.
- ✓ You will learn Design Thinking experiencing it.
- ✓ You will work with people who really implemented Design Thinking and Innovation projects at companies in Europe.



Create Real Impact Using the Design Thinking!

- ✓ Human-centered design is uniquely situated to arrive at solutions that are desirable, feasible, and viable.
- ✓ By starting with humans, their hopes, fears, and needs, we quickly uncover what's most desirable. Once we've determined a range of solutions that could appeal to the relevant community, we then start to home in on what is technically feasible to actually implement and how to make the solution financially viable.
- ✓ It's a balancing act, but one that's absolutely crucial to designing solutions that are successful and sustainable.

You will learn about:

- ✓ The Design Thinking Philosophy and process
- ✓ Tools on each of the Design Thinking steps
- ✓ Tips and tricks from the practice

16 - 17 July 2018

Bucharest

ICG Integrated Consulting Group Office
Alexandru Macedonski nr. 8, București Romania

Design Thinking

Use the potential of innovation and change organizational culture

What is waiting for you?



Program:

- ✓ Little-little-little ☺ theory about Design Thinking (and a lot of practice)
- ✓ Start to apply the method on a selected topic
- ✓ Empathy tools
- ✓ Define together the problem & point of view
- ✓ Several ideation tools
- ✓ Concept development & rapid prototyping
- ✓ Going further, iterating

Details & Enrollment:

Date: 16-17 July 2018, 09:00 – 17:00

Duration: 2 days

Location: Bucharest, ICG Integrated Consulting Group Office, Alexandru Macedonski nr. 8, București Romania

Cost: **Outrageous ☺ Low Cost per participant:** 299 EUR;
Early Outrageous Birds: 249 EUR;

*For registration and payment until 25 June 2018;

What's in: Knowledge, Energy and Practical Tools;

Language: Romanian.

Register: Send an email at sto@integratedconsulting.eu with the subject "Design Thinking – I'm in!" and we will answer in the same day... or you could use the registration form, from our website: www.integratedconsulting.ro;

Registration limit: 2 July 2018

Number of participants: max 16 people from Industry & Service

About ICG Integrated Consulting Group

- ✓ We are the Romanian business unit of an European consulting group which supports companies & teams through 4 main competences: Change Management, Operation Excellence, Innovation and Leadership.
- ✓ Our solutions are built together with our clients, through professional knowledge, emotions, energy and commitment.
- ✓ We are proud of our special culture, based on quality of our work, engagement and personal appreciation. Though we are hard working professionals, there are also lots of occasions when we have fun together.



Trainers:



Mihai Svasta



Raluca Androne