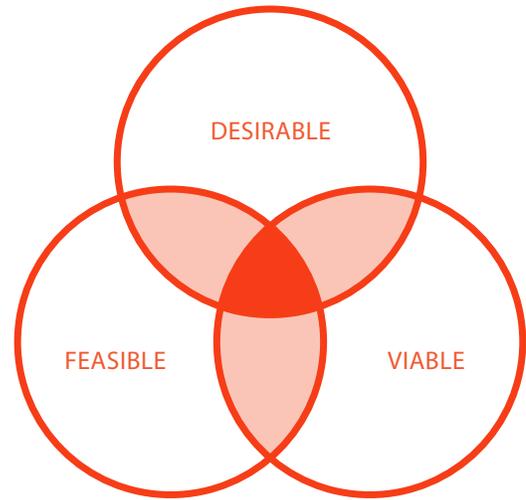


**Create and launch groundbreaking solutions that anticipate and meet customer needs.**

**What do your customers really need — not just today but tomorrow?**

**How can you make sure your new ideas quickly come to life in the organization or marketplace?**

**What will it take to build your advantage in a world that never stops changing?**



## Are your ideas Desirable, Feasible, and Viable?

*Design thinking* is a discipline focused on synthesizing the needs of people, the technical feasibility of an idea and its overall business viability. The best way to develop the associated skills, mindsets and reflexes is through experience.

ExperienceInnovation™, built in collaboration with celebrated design consultancy IDEO, is a collection of expert-guided innovation workshops that enable your people to build innovation confidence and competence. They'll emerge with foundational knowledge and real experience in *design thinking* so they can immediately put it to work to achieve impact in your organization.

Creating great solutions is *exhilaratingly difficult*. Too often, seemingly good ideas fail to excite customers, leaving organizations emotionally and financially exhausted. A paradox has emerged as a result: leaders demand “innovative ideas”, but because risk-aversion infects decision-making, their organizations end up delivering mediocre solutions.

Those that resolve this paradox do things differently. Their innovation efforts start with a deep understanding for whom they are designing. They check their logic as well as their gut. And they're able to quickly generate and test numerous ideas, learning their way into solutions that are *desirable* for users, technically *feasible* and financially *viable*.

**They're the Game Changers, those with the instincts to create great solutions and the reflexes to make them a reality.**

Today's demanding business world favors organizations like these, the ones that can bring new solutions to the masses in a way that seems effortless. With the right process, experience and skills, yours can be one too.

ExperienceInnovation™ is the choice of Fortune 100s looking to create, adapt and launch game-changing solutions that anticipate and meet customer needs.



ExperienceInnovation™ enables people to:

- Develop a common language for innovation.
- Put customers at the center of design efforts.
- Grow nascent ideas into powerful solutions.
- Integrate *design thinking* into your work culture.

So your organization can ...

- Create new products and systems that strengthen competitive advantage.
- Achieve operational efficiencies.
- Minimize risk when forging into new territory.
- Build greater engagement with customers and among employees.



## A 4-Month Journey in a Half-Day Workshop

In an engaging half-day workshop called ExperienceInnovation™, teams tackle a realistic design challenge while practicing the three phases of **design thinking** inspiration, ideation and implementation.

Expand to two days with ExperienceInnovation™ Apply and take it to the next level. Through this experience, your people will master the **design thinking** process and start applying it to your real organizational challenge.

## Make Innovation Your Competitive Advantage

What might it mean for your organization to get really good at innovation? ExperienceInnovation™ will help you create a culture of innovation where great ideas become great solutions that deliver powerful impact.



To learn how we're helping organizations like yours, please contact us.



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