

CREATIVITY+  
DESIGN THINKING+  
VALUE PROPOSITION+

# ACCELERATOR FOR INNOVATION



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## EVENT DESCRIPTION

"DesignSprintz Accelerator-Series", invite you to roll up your sleeves in Three Hours – Workshop exploring **Design Thinking for Innovation**, **Why creativity is at the heart of success?** and **The future of value proposition**, where the people and planet matter.

In today's world innovation-driven economy, understanding how to generate new ideas is a vital organisational priority of survival. Focus your attention. Overcome barriers in your creativity by developing your creative mind, enabling you to develop more effective lifestyle strategies, business ideas or social enterprise.



## WHY IS CREATIVITY AT THE HEART OF SUCCESS

Learn how to apply creative thinking to any field at this inspiring workshop with Rod Judkins, bestselling author of The Art of Creative Thinking.

This hands-on workshop is for you if you are an individual or team seeking to fuel your inspiration, creativity and innovation by expanding your ability to generate original ideas and problem-solving skills.

This might be part of your journey in developing an independent lifestyle, business, start-up or social enterprise. This workshop will be powerful for you regardless of your background as a creative, technical, or business professional.

You will leave with diverse tools and techniques to accelerate your scope for Creativity and innovation.



**Rod Judkins** is an accomplished artist and bestselling author who lectures at Central St Martin's in London. One of the world's pre-eminent art schools whose alumni have helped shapes our culture. He trained at The Royal College of Art and has exhibited at the Tate Britain, National Portrait Gallery and The Royal Academy. His bestselling books include The Art of Creative Thinking and Change Your Mind: 57 Ways to Unlock Your Creative Self. He has lectured on the subject of creativity to universities and businesses around the world. He has taught creative thinking to Applied Medical Science students at University College London in The Royal Free Hospital for the last four years.

Rod works as a creative consultant for numerous private companies and global brands including Apple, Google, Porsche, Bombay Sapphire and Samsung. He has also recently delivered training workshops for The Guardian master class series and Dubai Television.



**Alvaro Bravo-Cole** is a creative professional who specialises in sustainable and innovative design in the context of well-being and social enterprise. He has extensive experience working within the spheres of practice and research for sustainability, visual innovation, strategic thinking, creativity and the Circular Economy. He has advised on and implemented diverse design-thinking processes for sustainable creative practices and inter-disciplinary strategies. These contributions have ranged from helping communities at a national level, to providing challenge and improvement to commercial enterprises. Alvaro has helped aboriginal communities in South America (e.g. Mapuches in Chile) to take the opportunities presented by engaging in certain levels of integration with wider Chilean society. He has lectured on, advocated and demonstrated creativity, sustainability and entrepreneurship as key mechanisms of innovation at notable start up hubs and university centres in London (uk), Toronto (Canada), Colorado (US), Barcelona (Spain), Concepcion (Chile), Monterrey (Mexico) and Porto Alegre (Brazil) and various corporate settings. Alvaro enjoys family time, all things outdoors and runs some very popular (free) coaching and mentoring classes for youth and children near Brighton, UK.

## DEMYSTIFYING DESIGN THINKING

Solving complex problems in innovative ways and boosting returns on investment are at the top of the agenda for many companies, especially in times of crises. We all need to improve or create new products and services that win and/or retain customers in order to thrive. World's leading brands - Apple, Google, Fidelity, SAP, IBM, AirBnB – use Design Thinking as a key approach to Innovation. The great news is, you can adapt just like them! You can do it too! How? Join Dr Julia Goga-Cooke, as she shares valuable practical tips on adopting new ways of working to deliver effective changes quickly and at scale. In essence, the Design Thinking process is iterative, flexible and focused on collaboration between designers and users, with an emphasis on bringing ideas to life based on how end-users think, feel and behave. Whilst Design Thinking tackles complex problems, it is crucial to understand the human needs involved. You and your team can learn new ways to develop practical and innovative solutions for challenges using a human-focused, prototype-driven, innovative design process.

**Dr. Julia Goga-Cooke** is an academic, journalist, design thinker and entrepreneur. She leads the Academy of Design Thinking in London UK, helping organisations create innovation skills and capabilities, and adopt a design led culture. Her career started in academia, with a Ph.D in Linguistics. She then began working for the BBC for 16 years as a broadcaster, producer, editor and senior leader. After a gap year of study in Design Thinking Innovation and Entrepreneurship, she co-founded and managed the Future of Work Research Consortium, and founded the Academy of Design Thinking. On top of this Julia teaches Design Thinking and Foresight & Strategy at Loughborough University London and Design Thinking Accelerator at Central Saint Martins,



## VALUE PROPOSITION

So, now you have a great idea, innovative, creative, responding to real customer needs. How will you turn it into a product or service customers would choose? This is where the value proposition comes in.

Why should they pay attention? What's in it for the customers?. Why should they believe the claim?.

The path from an idea to a successful product or service is fraught with challenges and pitfalls.

This section will explore them, offer a pragmatic definition and scope, and a step by step approach to develop Clear, Compelling and Competitive value propositions.

How to frame benefits and credible reasons to believe? How to recognise the key product or service features to prioritise? What role pricing has and how to approach 'packaging' your offering?.

In this session, we will cover such considerations and reflections to help your journey from idea to commercial success.



**Benjamin Fritsch** is a Product and Value Proposition director, strategic and passionate about product and customer proposition, design and development, presenting a record of achievements in value proposition design, online product management, digital and product innovation, FMCG brand management and international team leadership with market leading brands and fast growth sectors: Eurostar, Avis, Zipcar, EE/T-Mobile, Dixons Carphone, Stella Artois and Cadbury. Since my career shifted from FMCG to technology, I relish the challenge of re-inventing the customer proposition from industries, which are reshaped by ubiquitous Internet access.



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