



[toughproblem]

innovative strategy & design

www.toughproblem.com.au

Creative Thinking Tools for Business

Think, Create and Plan to break new ground

Fresh Thinking | New Approach

► Unleash the power of visualisation, dialogue and heuristics to help you think, create and plan your way out of tough problems.

Overview:

Someone once said “the thinking that got you into the problem is unlikely to be the thinking that gets you out of the problem”. Do you sometimes think “where do I start?” or “what can I do from here?”. This course is designed to teach you a selection of tools for tackling tough (“wicked”) problems, and finding convincing paths forward. Throughout the day we introduce and get you using Visualisation, Dialogue and Heuristic tools that will help you and others think your way out of tough problems. These tools will help you make sense of the complexity surrounding the problems we face in organisations today?

Learning Experience & Outcomes:

You will:

- Learn to use creative thinking tools to organise and interpret complex information
- Use mind-mapping and other visualisation techniques to map conversations, hypotheses and approaches.
- Learn to find patterns and relationships that will spark new perspectives and ideas
- Learn to create compelling visualisations of complex conversations that really help improve the quality of your team’s ideas and success of their projects

Course Details

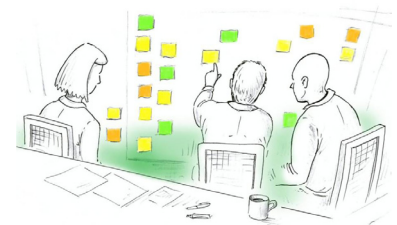
Duration: One Day Workshop

Location:

Contact us for specific details.

Cost:

Venue:



Registration & Enquiries

Peter Vozvoteca

p: 0401 694 488

e: peter.vozvoteca@toughproblem.com.au

Paul Moynagh

p: 0431 748 494

e: paul.moynagh@toughproblem.com.au

Paul Lynch

p: 0417 209 371

e: paul.lynch@toughproblem.com.au

p: 07 3103 3686

www.toughproblem.com.au



“We come from different directions to meet and exchange stories, ideas and knowledge”
Source: Traditional aboriginal symbol

The [toughproblem]TM learning experience is a blend of theory, application and reflection...



Our Courses:

- An introduction to Customer-Based Design
- Customer Based Design: How to Run a Design Project
- Creative Thinking Tools for Business
- Customer Experience Pathway Mapping
- Dynamic Customer Immersion Research Techniques
- How to Run a Powerful Invention Workshop
- The A1woB for Strategy Design
- Rapid Prototyping Techniques

The [toughproblem]TM story

OUR FOUNDATION PRINCIPLE:

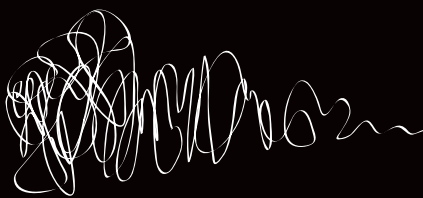
We use design to help humans connect with organisations through innovative & meaningful products, services and experiences.

WE BELIEVE IN:

- Understanding context in the wider system
- Using the whole brain to solve problems
- Powerful Questions & Engaging Conversations
- Thinking beyond economic outcomes
- Seeing through beginners eyes
- Action to quickly test & improve ideas



fresh | Smart | Human | Easy



Customer-focused - Skill Builder Program

Our design & innovation “Skill Builder Program” is designed to help you create a more customer-focused organisation. Visit our web site at www.toughproblem.com.au to download the detailed course outlines.

Start here

1 Customer-Based Design

Gain experience using the processes and approaches that have guided great innovators and designers for decades. Set yourself and your team up to improve the value you create for your customers and organisation.

Build your toolbox

2 Customer Experience Pathway Mapping

Gain experience with a tool that will help you think about a product or service from a users perspective and design something that works for them.

3 Creative Thinking Tools for Business

Unleash the power of visualisation, dialogue and heuristics to help you think, create and plan your way out of tough problems.

PROBLEM

CREATION

PERFORMANCE

Problem Framing

Immersion

Ideation

Rapid Prototyping

Launch & Track

4 The AtwoB for Strategy Design

Equip yourself with the process, tools and techniques needed to deal with problems that do not respond to logic and analysis and build a road map for change.

5 Customer Immersion Research Techniques

Use active customer engagement techniques to build empathy for your customers and stay one step ahead of your competitors.

6 Run a Powerful Invention Workshop

Equip yourself with the process, tools and techniques to tap into the creative potential within your organisation.

7 Rapid Prototyping Techniques*

Learn how to rapidly create prototypes and test them with customers and stakeholders. Build them cheap, fast and early to learn quickly. *Coming soon

Get your project off to a good start

See the world through the eyes of the customer

Generate innovative ideas

Bring your ideas to life