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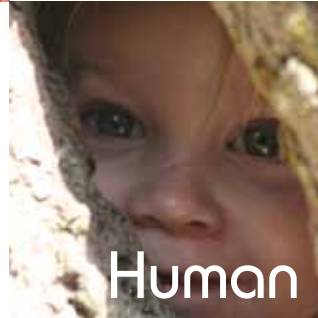
Customer-focused - Skill Builder Program



Fresh



Smart



Human



Easy



Training Catalogue

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Welcome!

Welcome to the [toughproblem] **'Skill Builder Program'**. This professionally designed curriculum will help your organisation become more customer-focused and equip your people with the skills & knowledge needed to tackle many of the challenges facing organisations today. For example, you'll acquire skills to:

- ▶ Design a sustainable competitive advantage that will help you thrive in today's economy.
- ▶ Deal with cross-functional 'silos' which are preventing you from developing innovative and meaningful outcomes for your customers.
- ▶ Equip your current and future leaders with the core competencies to help them engage and retain key talent.

At the heart of this program is Human (Customer)-Based Design, a skill set increasingly valued by leaders in the business, public and not-for-profit sectors as a problem-solving approach that delivers outcomes which are innovative and meaningful for the end user.

The Learning Experience

We provide a full suite of courses that will give you the foundation and experience you need to kick off, run and successfully deliver a project that delivers innovative, new value for customers and your organisation. Our courses can be customised to meet the varying needs of individuals and organisations. We use techniques such as Pre-work, Simulated Experience, Reflection & Adaption and Coaching to strengthen the learning experience. With our blend of theory, practice and reflection we can transfer skills and knowledge to your people so they can confidently apply design thinking in your organisation.

Call us to start a conversation and ask how we can customise a program for you.

P: 07 3103 3686 | e: contact@toughproblem.com.au | www.toughproblem.com.au

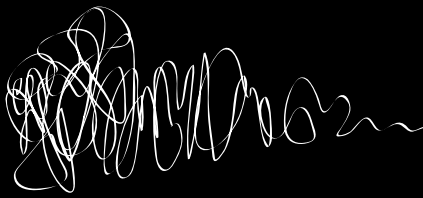
Hmily Shantala | Segment Propositions Manager, Telstra



“ With a new set of thinking tools, I'm better prepared and more confident to design a solution that will be aligned to the customer needs ”

Challenges

Telecommunications is a highly competitive industry and staying one step ahead of our competitors is always a big challenge. That's the name of the game. I need to keep looking for ways to gain deeper customer insights and then work with a team to develop product solutions that will be valued by our customers.



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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 An introduction to 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.

2 Customer-Based Design: How to run a Design project

Learn how to lead a team of people through a design project to deliver meaningful and valuable outcomes for your customers and organisation.

Build your toolbox

3 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.

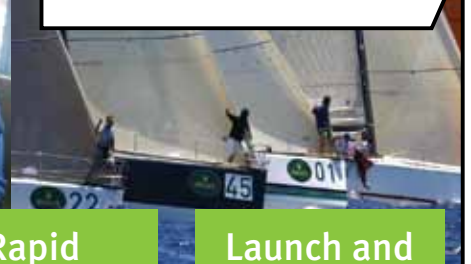
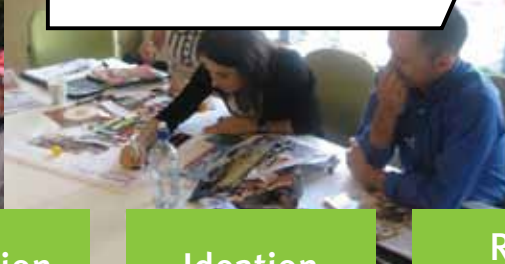
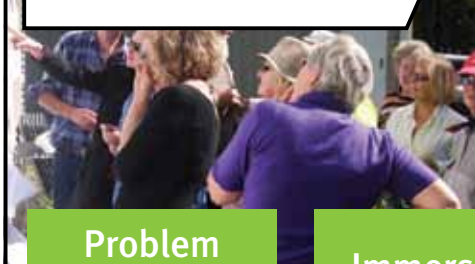
4 Creative Thinking Tools for Business

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 and Track

5 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.

Get your project off to a good start

6 Dynamic Customer Immersion Research Techniques

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

See the world through the eyes of the customer

7 How to Run a Powerful Invention Workshop

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

Generate innovative ideas

8 Rapid Prototyping Techniques*

Learn how to test your ideas with your customers to progressively refine the design through a rapid series of iterations. *Coming soon.

Bring your ideas to life

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Our Courses



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An introduction to Customer-Based Design

The End to End Design Experience in one day

Fresh Thinking | New Approach

- ▶ Deepen your design knowledge by experiencing an end to end design challenge.
- ▶ This is your opportunity to learn design skills that will help you get ahead of the game.

Overview:

Use design thinking to add value to your customers through innovative, meaningful experiences with your products or services. The ability to approach problems in creative ways will be the key differentiator between equals in the new “Value competition” world. This **one-day course** will get you using the philosophies and processes that have guided great innovators and designers for decades and set you and your team up to deliver value to your customers and your organisation.

Learning Experience & Outcomes:

You will:

- ▶ Gain experience using design thinking to solve problems
- ▶ Explore and define tough problems through high quality questions
- ▶ Use active customer engagement techniques to build empathy for your customers
- ▶ Learn techniques which encourage divergent, creative thinking
- ▶ Use both sides of your brain to create profitable products and services that customers love
- ▶ Be able to help your team improve the quality of their thinking and the success of their projects with your experience and a high quality ‘how to do design’ manual

Course Details

Duration: One Day Workshop

Location:

Contact us for specific details.

Cost:

Venue:



Registration & Enquiries

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“We come from different directions to meet and exchange stories, ideas and knowledge”

Source: Traditional aboriginal symbol

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WE BELIEVE IN:

- ▶ Understanding context in the wider system
- ▶ Using the whole brain to solve problems
- ▶ Powerful Questions & Engaging Conversations
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Customer-Based Design: How to Run a Design Project

Harness the Power of Customer-Based Design

Fresh Thinking | New Approach

Learn how to lead a team of people through a design project to deliver innovative, meaningful and valuable outcomes for your customers and your organisation.

Overview:

Design projects require a unique balance of creative thinking, stakeholder engagement and project skills. In an age where many products and services are becoming commoditized, successful organisations are able to develop deep insights about the context their products and services live within, then harness the hard and soft sides of design to develop and deliver solutions that work for the customer and the organisation. In this engaging and interactive **two-day workshop** you will learn how to use the tools, philosophies and processes that have guided the great innovators and designers via a comprehensive Customer-Based Design framework.

Learning Experience & Outcomes:

You will:

- ▶ Learn how to set up a design project for success
- ▶ Learn how to manage and motivate a team through the design process
- ▶ Learn to build empathy for your customers through active customer engagement techniques
- ▶ Learn tools which encourage divergent, creative thinking
- ▶ Rapidly prototype and test ideas to learn what works (for your customers and company)
- ▶ Use & keep a comprehensive 'how to do design' toolkit
- ▶ Be able to improve the quality of people's thinking and the success of their projects

Course Details

Duration: Two Day Workshop

Location:

Cost:

Venue:

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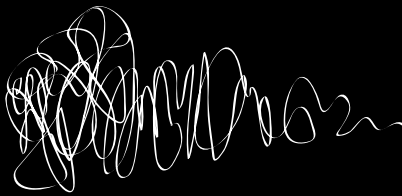
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Creative Thinking Tools for Business

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

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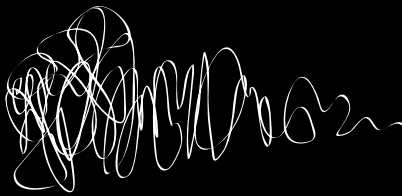
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Customer Experience Pathway Mapping

Uncover improvement and innovation hotspots

Fresh Thinking | New Approach

▶ Deepen your design knowledge by experiencing a technique that will help you think about a product or service from a users perspective to help design something that actually makes sense for them.

Overview:

Companies develop deeper connections with their customers when they deliver meaningful product and service experiences therefore providing a level of value that helps products and services resist the rapid 'commodification' of today's markets. Customer Experience Mapping is an excellent tool for creating a differentiated customer experience. Customer Pathways can be used for finding opportunities and for describing how a changed process or system will affect the current customer experience. This course will teach you how to use customer pathways to develop a genuine understanding & empathy for the experience your customers are really having.

Learning Experience & Outcomes:

You will:

- ▶ Learn about and experience using a simple yet versatile tool to understand how a customer 'actually' interacts and would like to interact with your products and services
- ▶ Use pathway mapping techniques to capture the key interactions that users of a system experience and what they (Think, Feel, Do) during these interactions
- ▶ Apply the 5 E's heuristic (Entice, Enter, Engage, Exit, Extend)
- ▶ Uncover opportunities to improve an existing experience or identify 'white spaces' to create new ones
- ▶ Learn how this approach can connect with other business analysis or project tools

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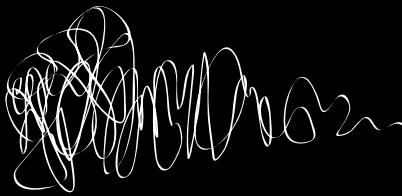
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The A two B for Strategy Design

Tools to build clear, compelling strategies

Fresh Thinking | New Approach

► Equip yourself with a clear and effective strategic planning approach for tough problems that do not respond directly to logic and analysis and build your roadmap for change.

Overview:

Traditionally strategies are built using strongly left brain, analytical, backwards looking techniques. Our A two B approach balances the analytical with the creative and helps teams to understand where they are, imagine a better future and invent a roadmap for getting there.

This course will help you understand the A two B approach, give you hands on experience contributing to one and leave you with a set of great questions you can use to create a clear and actionable strategy for your business.

Learning Experience & Outcomes:

You will:

- Learn to use a simple yet versatile framework to deal with messy, complex problems such as strategic planning or product and service design
- Learn to plan, design, run and record an effective strategic dialogue workshop
- Use high quality questions to help you move through the various stages of the A two B
- Use visualisation techniques such as mind-mapping and heuristics to challenge thinking, enhance collaboration and record the conversation
- Apply highly engaging facilitation techniques to surface realities, imagine a compelling future and develop your strategic roadmap
- Create an A two B of your own

Course Details

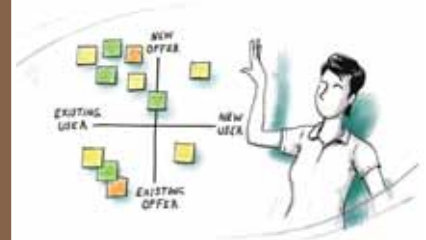
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Dynamic Customer Immersion Research Techniques

See the world through the customers eyes

Fresh Thinking | New Approach

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

Overview:

Designing products, services and experiences that are meaningful and innovative to your customer starts with gaining a genuine empathy for their needs, desires and motivations. To do this we move beyond market surveys and focus groups to research methods such as in-depth interviews, observation and in-context enquiry to lay the foundation for high quality, actionable insights. In this workshop, you will learn how to plan, do and synthesise high quality customer research and how this approach will generate deep empathy and insights for your customers.

Learning Experience & Outcomes:

You will:

- Learn how to Plan, Execute and Synthesise your research to produce actionable insights
- Use specific techniques such as focus interviews, ethnography and customer experience pathway mapping to understand what your users experience and what they then Think, Feel and Do
- Learn to be an active participant in the research process and not just a passive by-stander
- Create personas that embody the “humans” you are designing for
- Learn to use a robust research framework that will help you derive insights, frame the problem and develop precise design principles to inspire great ideas

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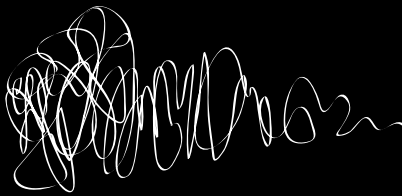
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How to Run a Powerful Invention Workshop

Tools to generate ground-breaking concepts

Fresh Thinking | New Approach

▶ Good ideas are the engine-room for competitive advantage and business success. Equip yourself with the process, tools and techniques to tap into the creative potential within your organisation.

Overview:

The evidence, insights and intuition developed through Problem Finding and Immersion have inspired the team. You now need to turn those insights into ideas and give yourself the raw materials to create awesome customer and business value. This one-day workshop will provide you with the skills and tools you need to run effective idea-generating workshops and to start the process of translating those insights into business ideas.

Learning Experience & Outcomes:

You will:

- ▶ Learn how to create an environment that get's people 'in the zone' for great ideas
- ▶ Plan and Execute a creative process for ground-breaking ideas
- ▶ Use techniques which encourage divergent and convergent thinking
- ▶ Learn to develop evaluation criteria and use judgement to make ideas more robust and viable
- ▶ Learn how to pitch your concepts to key stakeholders to gain their commitment
- ▶ Leave with a robust Invention toolkit that you can use in your organisation

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