



[toughproblem]

innovative strategy & design

www.toughproblem.com.au

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

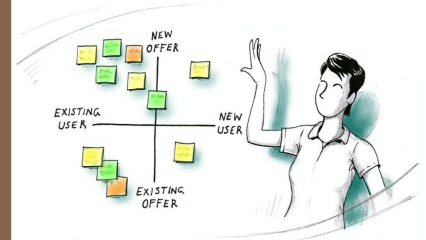
Duration: One Day Workshop

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

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 A two B for Strategy Design
- ▶ Rapid Prototyping Techniques

The [toughproblem]TM story

OUR FOUNDATION PRINCIPLE:

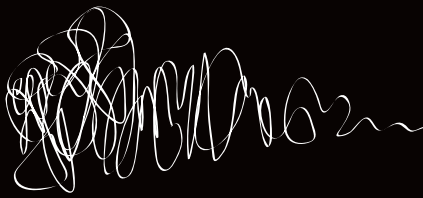
We use design to help humans connect with organisations through innovative & meaningful products, services and experiences.

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