

## Introduction to Innovation and Design 1 day

As business change practitioners, we often find that improving existing products, processes and services is not sufficient to meet our business or customer performance goals. Instead, we need to innovate and create something for the first time - designing and doing so quickly and without using lots of resource. We need a design that is right first time, using a “frontloaded” approach with strong Voice of Customer, that excites the customer and is defect free from Day 1 of its operation.

However, according to Alf Rehn,

*“...more than 100 books on innovation will be published every month”\**

... none of us can read them all, so where do you start!?

This 1-day programme introduces you to a range of core concepts and tools that are frequently used in the design space, either as part of a Lean Six Sigma approach or during a Design Thinking based project. The programme familiarises you with an additional and complementary set of tools and techniques that support highly effective and rapid innovation.

*\*Innovation for the Fatigued, 2019*

### Objectives

- Empower yourself to be more effective in creating the future of your organisation
- Learn tools and techniques to support Business Agility thinking
- Understand the DMADV and Design Thinking approaches, and the tools you can apply to your projects
- Providing design methodologies that integrates customer focus and structured tools with a systematic design process
- Design and tollgate reviews and how these reviews help in managing and assuring appropriate governance of innovation development work

**“The best way to predict the future is to create it.”**

Peter F. Drucker, American Management Guru

### Who is the course for?

- You would like to blend Lean Six Sigma and Design Thinking techniques to drive innovation and handle situations where a “step change” in performance is needed or we are doing something for the first time
- You would like to enhance your Voice of Customer skills: Segmentation, overt and covert needs, personas, empathy maps, job mapping
- You would like to work on design activities in the organisation and build confidence in doing so effectively
- The course is a component of the Business Black Belt Programme but can also be taken standalone

## Outcomes for Your Business and Personal Development

- More rapid and effective design efforts that reflect customer needs and deliver customer Value
- Following the training you will more deeply consider the Voice of the Customer when engaging stakeholders, and use value-driven prioritisation to maximise the impact of your efforts. You will be able to begin using Lean Six Sigma thinking and Design Thinking in combination to design a process

## Delivery Style

This programme is delivered in a workshop style event with a blend of teaching, interactive exercises and discussion on practical application of the methods being taught

## How can I take this course?

- As a classroom course delivered inhouse or through our open training programme
- As a remote classroom instructor led programme using Zoom with breakout rooms and other hands-on technology solutions for interactive class exercises

## Support Pack

Each delegate will receive:

- A printed and pdf copy of the training materials
- The Catalyst Design Journey book and Design pocket guide

## Prerequisites

You should have at least a basic knowledge of Lean Six Sigma (Yellow Belt or above)

## Follow-on Options

- Lean Six Sigma Green Belt
- Business Black Belt
- Business Agility Foundations
- Lean Six Sigma for Innovation and Design

## Course Contents

### Who is the customer?

- Customer segments
- Using Analytical Hierarchy Process and Kano Survey methods to prioritise

### Introducing Design Thinking

- “Jobs-to-be-done”
- Overt and Covert needs
- The Double-Diamond approach, core concepts and Design Thinking frameworks
- Personas, Empathy maps, Customer Journeys and other voice of customer tools
- Iterative development and prototyping
- What does Design Thinking do for us and how does it connect to other design approaches?

### Connecting to Lean Six Sigma

- DMADV and other methodologies [IDOV, DfSS, CDOV etc]
- DMAIC or DMADV?
- Tollgates and Design reviews
- Design Elements – not just the product / service
- Pugh matrix
- Design Errors and DFMEA
- Net Promoter Score