Design Thinking
A collaboration between IDEO™ and ExperiencePointe™

In today’s economy, innovation is essential to survival, but it’s also difficult.

Corporate cultures capable of “inventing the future” are rare, but the emerging discipline of design thinking—honed by the celebrated innovation consultancy IDEO—provides us with the tools and techniques to think differently, see new opportunities, and create innovative solutions with impact.

In TCNJ’s Design Thinking workshop, you will be expertly guided through an innovation simulation that reveals the fundamentals of IDEO’s approach to design thinking and the lessons for your organization.

Learn how to manage, not just the product, but the whole customer experience; develop your organization’s empathy for the customer; design in real time based on customer feedback; act quickly and iteratively; and foster collaboration.

Learn More..
Mastering design thinking requires practice. And regardless of role or level in an organization, one’s journey should start with an expert guided innovation simulation that reveals the fundamentals of IDEO’s approach. Master the tools and techniques your organization needs to create the future. Design Thinking helps you:

Connect deeply with internal external customers
Unearth more business opportunities
Transform data insights into actionable ideas
Implement new solutions faster and more effectively

**February 24, 2016 9:00am - 3:00pm**  
**The College of New Jersey, Ewing NJ**  
**$750 per person** Materials Laptop Refreshments Lunch Parking Included

Register: [TCNJ Design Thinking](#)

Rich McLaughlin has over 10,000 hours facilitating team workshops on process improvement, leadership, problem-solving and innovation explorations with help them jump start change and innovation efforts. He developed the leadership curriculum and internal-consulting practice at Baxter Healthcare as an internal Organization Development practitioner. Rich received his M.A. in Training and Development for Business from Ohio State University, and has been consulting faculty for the University of Notre Dame’s College of Business since 2000.