

# Offerings

## Who Is It for?:

Organizations that are frustrated with their pace of innovation relative to competitors and wish to make a step-change improvement in the pace and impact of their innovation efforts.

## Representative

### Clients:

- Procter & Gamble
- Microsoft
- Target
- Design Indaba
- AIGA
- Connecting '07

Institute for Social Design programs are for individuals and enterprises seeking to broaden their professional skills, acquire new knowledge and insights, improve their productivity, and achieve more meaningful growth and advancement. We offer a wide range of programs and formats, all of which can be customized to suit the needs of corporations, industry organizations, non-profits and governments.

## Devotion:

# Design Thinking

## What it is:

Design Thinking balances analytical thinking and intuitive thinking, enabling an organization to both exploit existing knowledge and create new knowledge. A design-thinking organization is capable of effectively advancing knowledge from mystery to heuristic to algorithm, gaining a cost advantage over its competitors along the way. And with that cost advantage, it can redirect its design thinking capacity to solve the next important mystery and advance still further ahead of its competitors. In this way, the design-thinking organization is capable of achieving lasting and regenerating competitive advantage.

## What it does:

Helps organizations innovate more successfully and consistently through design thinking.

## Offerings:

**Speaking Engagements:** Presentation on the background, benefits, principles, practices and values-based tools and their use in creating corporate citizenship-focused growth strategies, using examples of firms for whom such strategies have resulted in positive outcomes and growth.

**Workshops:** One-day workshop on applying values-based tools to corporate growth strategies. Teaching of the concepts and then application to the organization in question and the development of a work plan for the organization to follow going forward.

**Courses and Programs:** Multi-day, multi-week or multi-month skill transfer programs designed to imbed skills in the behaviors and mindsets of individuals, believe that individual transformation leads to collective transformation.

**Advisory:** Leading strategic advisors provide principles and practices to build a multi-stakeholder strategy in conjunction with executives of the corporation. Analysis of the current situation, identification of potential initiatives, evaluation of the initiatives, selection of a subset on which to base the strategy.

## Results:

Executives and managers capable of unblocking impediments to the advance of knowledge and systematically improving innovation speed and capacity.

## Cost:

Please call 212.842.1717 or email us at [conciierge@instituteforsocialdesign.com](mailto:conciierge@instituteforsocialdesign.com) for costs of various offerings or for any additional details.