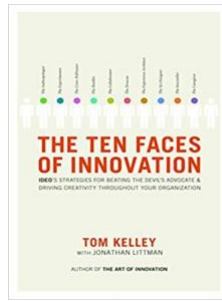


# Ten Faces Design Thinking Challenge Lab

A design thinking workshop to create winning teams and products



Join this 2.5-hour interactive design thinking lab revealing the secret behind great innovators. Learn how by adopting the face of the Anthropologist, Cross-Pollinator, Experimenter and Experience Architect, teams can build breakthrough products and create winning customer experiences. Jonathan Littman, the bestselling co-author with IDEO of *The Ten Faces of Innovation*, and *The Art of Innovation*, and Susanna Camp, formerly of *Wired* and *Outside* magazines, immerse participants in the key methods and strategies for finding, prototyping and developing great products. IDEO is the premier firm driving today's trends in design thinking, innovation practices, and human-centered design. This lab taps the unique, human-centric model of *The Ten Faces of Innovation*, drawing from IDEO's best practices for shaping ideal teams and superior product exploration and design for services, physical products, apps and online platforms. Ideal for innovators, executives, students, product managers, brand experts, startup teams, and entrepreneurs. The Ten Faces Design Thinking Challenge Lab offers:

## Skill Development and Learnings

- Discover the core IDEO learning personas.
- Find your strongest Face. Build your best team.
- Pinpoint cross-pollinators, anthropologists, and experience architects in your team.
- Compete in a team Design Innovation Challenge.
- Takeaways/Next Steps.



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## SAMPLE SCHEDULE

9:00 - 10:00	Lecture on Design Thinking and IDEO. Explore how the IDEO learning personas - the Anthropologist, Experimenter, and Cross-Pollinator - inspire and drive product development. Collaborative individual and team reflection activity: Find your strongest Faces. Build your best team.
10:00 - 10:20	Create teams, introduction to the Design Thinking Challenge Brief.
10:20 - 11:10	Teams Brainstorm/Prototype a new, authentic innovation team or innovation center (participants use magazine images, post-its and marker pens). Teams draw inspirational cross-pollination ideas from creative, international races. Teams consider these roles when creating their new team or center: <b>Director:</b> How will the team/center be organized? <b>Collaborator:</b> How will your team attract talent and increase collaboration? <b>Hurdler:</b> How will your team overcome obstacles? <b>Anthropologist:</b> How will your team perform initial and ongoing research, observation, and empathy? <b>Experimenter:</b> How will you prototype and develop your team or center? <b>Cross-pollinator:</b> How will you build a multicultural, diverse offering?
11:10 - 11:30	Teams Pitch Innovation Team & Center Ideas (Takeaways)



**Jonathan Littman's** bestselling books with IDEO have sold 750,000 copies worldwide and been published in 20 languages. Jonathan is an expert on innovation, tech ecosystems, startup culture and entrepreneurship. An adjunct professor at the University of San Francisco, he delivers keynotes and leads innovation and design thinking labs for executives and MBA candidates from 15 countries from Europe, China, and Latin America. Jonathan is the creator of SmartUp.life, an online innovation hub that publishes case studies about entrepreneurship and innovation, and Start20X, an online tool

to gauge the talents and readiness of startups and growing enterprises. **Susanna Camp** is an editor and journalist specializing in emerging technology and business trends. She is the Editor-in-Chief of SmartUp.life, Editorial Strategist for Women In Product, and a superconnector in the tech ecosystem of San Francisco. Susanna was an early team leader at *Wired* magazine, where she led the creation of one of the first online communities, and has also worked on the staff of *Macworld*, *PCWorld*, and *Outside* magazines. Entrepreneurs in Residence at Schoolab, an international incubator and consultancy, Jonathan and Susanna are currently collaborating on a new book on global entrepreneurship, *The Entrepreneur's Faces*. Jonathan and Susanna are building innovation and entrepreneurship programs for executives, startups and students worldwide.

[▶ Check out the Design Thinking Challenge Lab Video!](#)



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