Deliberate Innovation Training

We Are Your Shepherds!

Dan

CEO of Deliberate Innovation
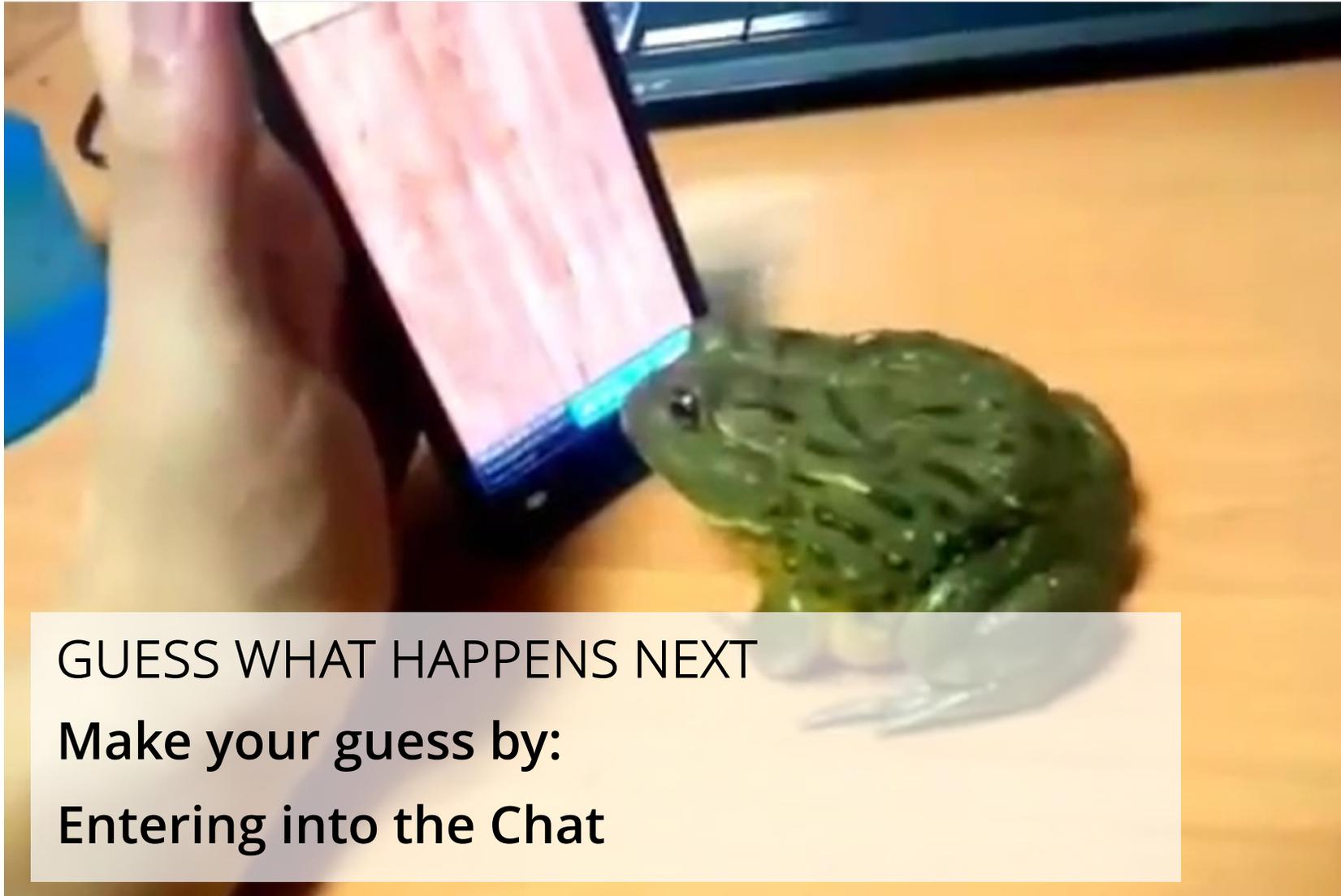25+ Years of Life Science Industry
Experience

Layston

Operations and Production Lead
Over 65+ Projects Supported
Trained and Experienced Facilitator

Mary

Professional facilitator leading
executive teams
20+ years in Healthcare and
Life Sciences

A Frog is Watching Bugs on an iPhone Screen...

GUESS WHAT HAPPENS NEXT

Make your guess by:
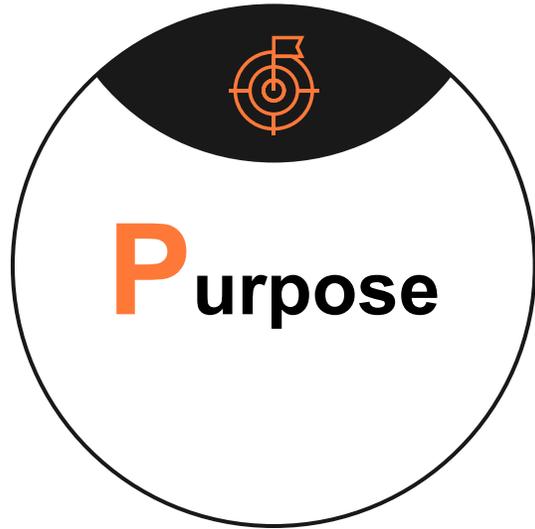
Entering into the Chat
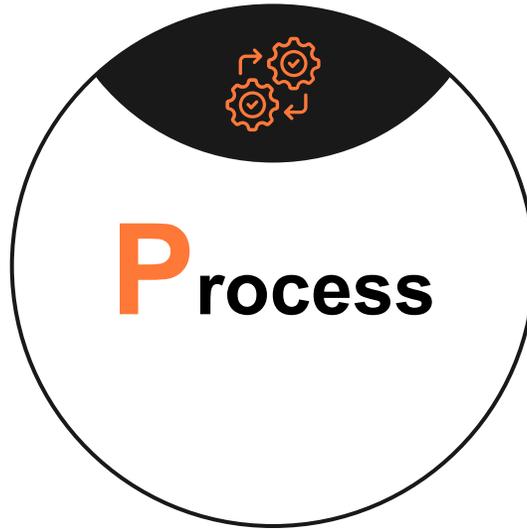
But Before We Reveal...

A Word from Our Sponsor...

What You Can Expect.

The Three P's

Purpose

Process

Payoff

Be the Change

Inspire and prepare you to contribute to a human centered insight and innovation movement

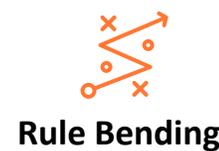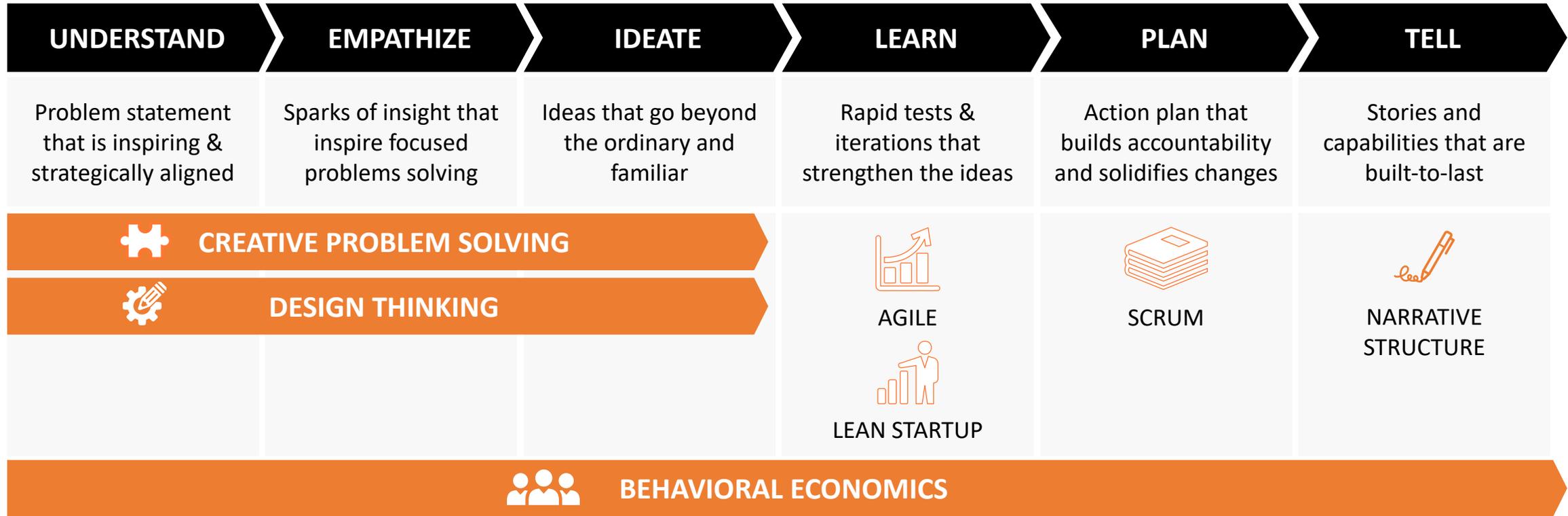**Active Learning Theory**

Blending of "Teaching" and "Doing"

Innovation Skills AND Big Ideas

New tools and techniques to use in the everyday

Starter ideas that accelerate the application of AI in your team

The Deliberate Innovation Framework

We apply best-in-class Innovation and Facilitation techniques to solve BIG challenges

UNDERSTAND	EMPATHIZE	IDEATE	LEARN	PLAN	TELL
Problem statement that is inspiring & strategically aligned	Sparks of insight that inspire focused problems solving	Ideas that go beyond the ordinary and familiar	Rapid tests & iterations that strengthen the ideas	Action plan that builds accountability and solidifies changes	Stories and capabilities that are built-to-last

CREATIVE PROBLEM SOLVING

DESIGN THINKING

AGILE

LEAN STARTUP

SCRUM

NARRATIVE STRUCTURE

BEHAVIORAL ECONOMICS

Nurturing   **Signaling**   **Play**   **Questioning**   **Rule Bending**   **Thoughtful Risk Taking**   **Courage**

2.5 Day Training Agenda

Event Kick-Off

Kick-Off
4:30pm – 7:30pm

PART 1 — **Welcome and Cocktails**

Training Kick-Off from Sponsor

Introductory Exercise

Innovation Mindset and Behaviors

PART 2 — Introduction to the Case Study

Pre-Work + Fact Finding Introduction

Interactive Game

DINNER BREAK

Full Day #1

Understand, Insight and Ideate
8:30am to 5:15pm

PART 1 — **Understand Phase & Key Behaviors**

Fact Finding / Question-Storming

PART 2 — **Understand Phase (continued)**

Challenge Mapping

LUNCH

PART 3 — **Empathize and Insight Phase**

Insights 101 and Persona Planning

PART 4 — **Ideas Phase**

Ideation Fundamentals + Idea Burst

Visual Brainstorming & Modeling

END OF DAY 1

ADJOURN!

Full Day #2

Learn and Plan
8:30am to 4:30pm

PART 1 — **Ideas Phase (continued)**

Lateral Thinking

PART 2 — Concept Evaluation

Lean Concept Canvas

LUNCH

PART 3 — **Learn Phase**

Killer Assumptions

Experiment Design

PART 4 — **Plan Phase**

Expert Panel: Applying the Tools to your Everyday Role

Action Planning

CEREMONY & DEPARTURES

Structure of the Sessions

We use an applied learning model that mixes teaching, doing and reflecting

Teaching & Stories

Galvanizing concepts through short anecdotes

\+

Modeling & Examples

Teaching the tools through relatable examples

\+

Doing & Reflecting

Applying what you learned to a challenge and reflecting

The Case Study.

THE IMPACT OF AI
ON CORPORATE
COMMUNICATION

Challenge question*

some assembly required

How Might We

(Action)

integrate Artificial Intelligence into our communications and daily work

(Unmet need or wish)

to improve efficiency and effectiveness across the team?

(Aspiration or End Benefit)

Before the Training.

Fact Finding Questions

How might we integrate **Artificial Intelligence** into our communications and daily work **to improve efficiency and effectiveness across the team?**

Purpose and Goals		1. Why is it important to tackle this challenge now?
Context		2. What has been tried before?
Barriers & Resources		3. What's one thing that is stopping us from integrating Artificial Intelligence into our communications and daily work?
People & Perspectives		4. Who might be able to help/enable our efforts? Who might be a derailer?

2 Things to Do In Advance of the Training

1. Read the Training Case Backgrounder (5 mins)

2. Complete Your Pre-Training "Mission" (10-15 mins)

   • Review the "Fact Finding" Exercise Instructions

   • Contribute relevant facts for each of the questions in the Fact-Finding Exercise

   • Email your PPT template w/responses to Layston@DeliberateInnovation.net

… NO LATER THAN Friday at 5pm EST

Thank you