

Innovation Training Workshops

The Imagination Factory provides training in Human-Centred Design for Innovation through a series of dynamic workshops.

The content of the training we offer is based on a flexible framework developed by the Luma Institute and includes design methods that help individuals, teams and organisations to accelerate innovation.

Training can be tailored to suit your requirements. Whether you need a full 2 day off-site workshop for a specific team within your organisation or a brief lunchtime or after-hours taster session contact us to discuss your needs.

Benefits to participants:

- learn techniques for repeatable innovation
- discover methods for productive collaboration across teams
- experience and practice creative alternatives to brainstorming

Methods typically covered during workshops

Putting People First

- Stakeholder Mapping
- Interviewing
- Persona Profiles

Envisioning Possibilities

- problem framing
- collaborative ideation
- presenting ideas early

From Empathy to Insight

- Contextual Inquiry
- finding patterns in the data
- prioritising actions

Rapid Iteration

- developing with users
- rough & ready prototyping
- testing with users