



DESIGN THINKING FOR THE PUBLIC SECTOR (LEVEL 1)

**Learn How to Co-Create the Future
of Government**

Governments are increasingly challenged with solving complex problems. From creating new services to refreshing or designing policy or building solutions to drive ongoing innovation, **Design Thinking can help.**

DESIGN THINKING FOR THE PUBLIC SECTOR (LEVEL 1)

Spring2 Innovation's expert-led training will teach you how to drive innovation and solve your most complex business challenges using design thinking.

WHAT IS DESIGN THINKING?

Design Thinking is a human-centric, solutions-based methodology that involves five steps—starting with empathizing with end-users, then defining the problem(s) before developing ideas that can be prototyped and tested to land on a solution.

WHAT TO EXPECT?

Spring2 Innovation's experts will guide you through each of the 5 phases of design thinking and the various tools and methods that can be applied to work with clients, citizens, and in life. Various case studies identifying solid design thinking approaches will be reviewed and used to ensure participants gain a deep understanding.



Led by Live
Experts



Tools, Methods
& Templates



Real-World
Examples



Small Cohort
Sizes



Workbook



Interactive
Activities



The hands-on exercises/group engagement was interesting, as they challenged us to 'dive deeper' into common business processes and explore varying perspectives (as consumers, target audiences, staff...)

– Lynn Devereaux, Canadian Armed Forces
Morale and Welfare Services Department of
National Defence



PROGRAM TOPICS



Basics of
Design Thinking



Understanding
Good Design



Tools and Methods
Used in Design Thinking



Breaking Down
Problems



Designing for
the Customer

BENEFITS

1

We are hyper-focused on helping you make better decisions. Using design thinking, we teach you how to understand your end-clients' real needs and identify the right problems to solve.

2

Solving complex problems is where we shine. We show you how to identify solutions and select the best ones to prototype and test, ensuring the problem is solved, no matter how complex.

3

We help you do more than create products or services. We give you the tools to merge design, innovation, and change while ensuring buy-in and overall success – or #DoUnlimited.

Duration: 2 Days, 3 hours p/day

Program Fees: \$1,100

Sign up >

WHO SHOULD ATTEND

This program is designed for public sector professionals and teams who want to build a strong foundation in understanding and solving complex challenges from a user-focused and empathy-driven lens. Specifically, this program is recommended for:

- Analysts responsible for proposing & refreshing policy
- Public sector executives & managers
- Those involved in transformation initiatives
- Those involved in service design or redesign
- HR managers
- IT managers

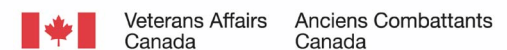
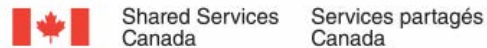
PAST PARTICIPANTS INCLUDE:



Canada



THE
ONTARIO
RETIREMENT
PENSION PLAN



THE EXPERTS



Nilufer Erdebil, MBA, PMP, P.Eng – CEO, Spring2 Innovation

Nilufer Erdebil is an award-winning design thinking and innovation expert and a TEDx and TEC speaker.

For over twenty-years, she has been a catalyst for innovation and change.

She has worked extensively with public and private sector organizations to drive strategy, facilitate change and introduce new products and services. Her experience working within different fields, including telecommunications, application development, program management, and IT management, gives her a deep understanding of the business challenges today's organizations face.

Nilufer is a Professional Engineer, MBA, and PMI PMP Certified.



Kim Ennis, CPF – Senior Facilitator & Learning Expert

Kim Ennis is a service transformation catalyst helping organizations and teams leverage the power of engaged staff and design thinking/service design to transform the client experience of any service delivery - digital or otherwise. She draws upon over 31 years of municipal public service experience from front-line to service design and management roles.

As a facilitator, trainer, and consultant, Kim focuses on helping teams solve specific client service or process problems or foster a culture of innovation, improvement, and client-centricity.

Kim is a Certified Professional Facilitator (CPF) with the International Association of Facilitators (IAF) and a Certified Design Thinker.

The logo for Spring2 Innovation features the word "SPRING2" in a bold, sans-serif font, with the "2" in orange. Below it, the word "innovation" is written in a smaller, lowercase, sans-serif font. A decorative orange dashed line with three dots curves over the "i" in "SPRING2".

SPRING2

i n n o v a t i o n



**DEDICATED TO INSPIRING
UNLIMITED THINKING &
STRETCHING THE BOUNDARIES
OF WHAT IS POSSIBLE**

About Spring2 Innovation

We are innovators that inspire unlimited thinking. Driven by curiosity, creativity, and empathy, we love experimenting and making an impact. Seeing the lightbulb go off for our clients when they break through their perceived limitations is what drives us. We remove governments and businesses' barriers to help them become limitless and #DoUnlimited.

What We Do

We provide innovation training, coaching, and consulting for governments and businesses who want to innovate better and get processes, policies, products, and services to market faster and more successfully



Connect with a Training Advisor
training@spring2innovation.com

Enroll Today

www.spring2innovation.com

