INNOVATION IN PRACTICE:
DESIGN THINKING WORKSHOP

APRIL 16-17, 2020 | WICHITA.EDU/DESIGNTHINKING | WICHITA, KANSAS
From Fortune 100 to entrepreneurial start-ups, Design Thinking methods are used by companies competing in fast-moving environments who are facing disruption in their industry, looking to build a culture of innovation, manage change, align teams, and differentiate their brand. Design Thinking processes are adaptable to any business environment and are highly effective for companies seeking a consistent approach to problem-solving that is efficient, innovative, and reduces risks through rapid prototyping and testing.

Join the other business and industry leaders of the midwest for this interactive and hands-on Design Thinking Workshop.

**WORKSHOP OUTCOMES:**

- Effectively manage change in your industry, company or user needs
- Incorporate a consistent process that allows teams to quickly assemble, contribute, and move from one project to the next successfully
- Empower teams and build trust within the organization
- Curate strategic innovation that encourages ideas and reduces risk
- Deploy a workflow for innovation that enhances your brand relevance

**DOUG STUCKY**

LEAD FACILITATOR

With over 30 years consulting experience in brand strategies and development including product development, Doug Stucky understands the importance of innovation in today’s business environment. He uses Design Thinking methods to assist brands in differentiation through innovation by shifting the focus to the user in order to solve problems, develop better experiences, innovate products, and create value.

As an instructor in the WSU Institute of Innovation, Doug teaches Design Thinking as part of the innovation process in both undergrad and Masters of Innovation Design (MID) classes.

In addition to his vast experience, Doug holds certificates from IBM on Design Thinking and Aj & Smart (Berlin) in Design Sprints.
Register online
Wichita.edu/DesignThinking

Early Bird Pricing ......................................................... $550
Register before April 14th for this $100 discount

Individual Registration .............................................. $650
Includes breakfast & lunch

Questions? Email kristyn.smith@wichita.edu
WORKSHOP LOCATION: DOWNTOWN WICHITA
GROOVER LABS
All workshop activities will be held at the newly remodeled, Groover Labs! Part product development lab, coworking center and event hall, Groover Labs, situated in an Opportunity Zone in Wichita, Kansas, is more than the sum of its spaces and its 42,000 square feet.

Groover Labs is convienently located downtown, near the corner of 3rd and St. Francis

HOSTED BY WICHITA STATE UNIVERSITY’S
INSTITUTE OF INNOVATION
The Institute of Innovation is WSU’s newest academic college. Straying from traditional education, the Institute focuses on interdisciplinary learning and connecting WSU to community partners.