

Design Thinking Essentials:

# UNLEASH YOUR INNOVATION POTENTIAL

DEC 13 | 9:00 - 10:30 AM | HYBRID

CIE HotHouse - 872 Higuera St., San Luis Obispo + Zoom

Join us for a hands-on workshop led by Tim Clark, founder of A Human Thing, where you'll explore the powerful principles and methodologies of design thinking. Discover how this human-centered approach to problem-solving can drive innovation across diverse challenges, from product development to process enhancement and more.

Join our workshop to:

- Refresh your knowledge on design thinking methodology
- Simplify the methodology into a memorable framework
- Understand the advantages of user-driven insights
- Access tools for expanding into new markets, and crafting compelling narratives
- Gain a clear, repeatable process for your toolkit

Explore the framework's benefits and methods, and leave equipped with practical tools to elevate your innovation practice, particularly beneficial for product, experience, and service solutions.



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[SLOBDC@GMAIL.COM](mailto:SLOBDC@GMAIL.COM)



805.756.5180