What keeps leaders up at night?

Are you struggling with business uncertainty?

Are you grappling with product innovation & growth?

THE BIG IDEA
*Design Thinking is a discipline that matches people's **needs** & creates value for customers using what makes **business** & financial sense and what is **technologically** feasible.*

Contact

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Ideafarms
Innovation, *designed!*
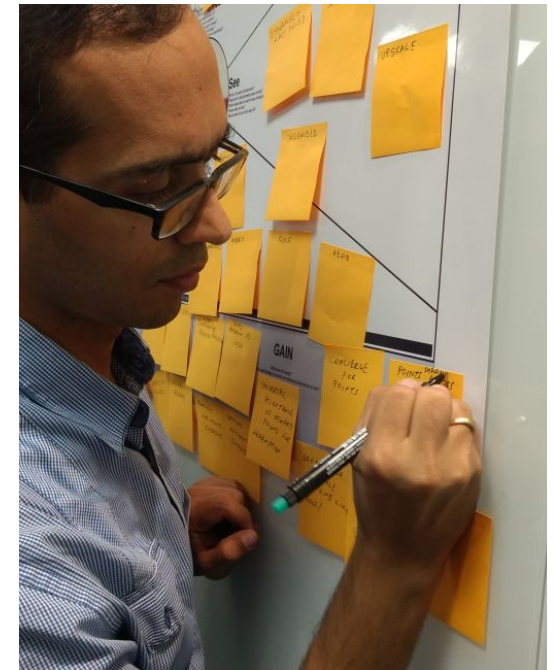
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Offices in
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Design Thinking to **Innovate** and **Transform** your Organisation

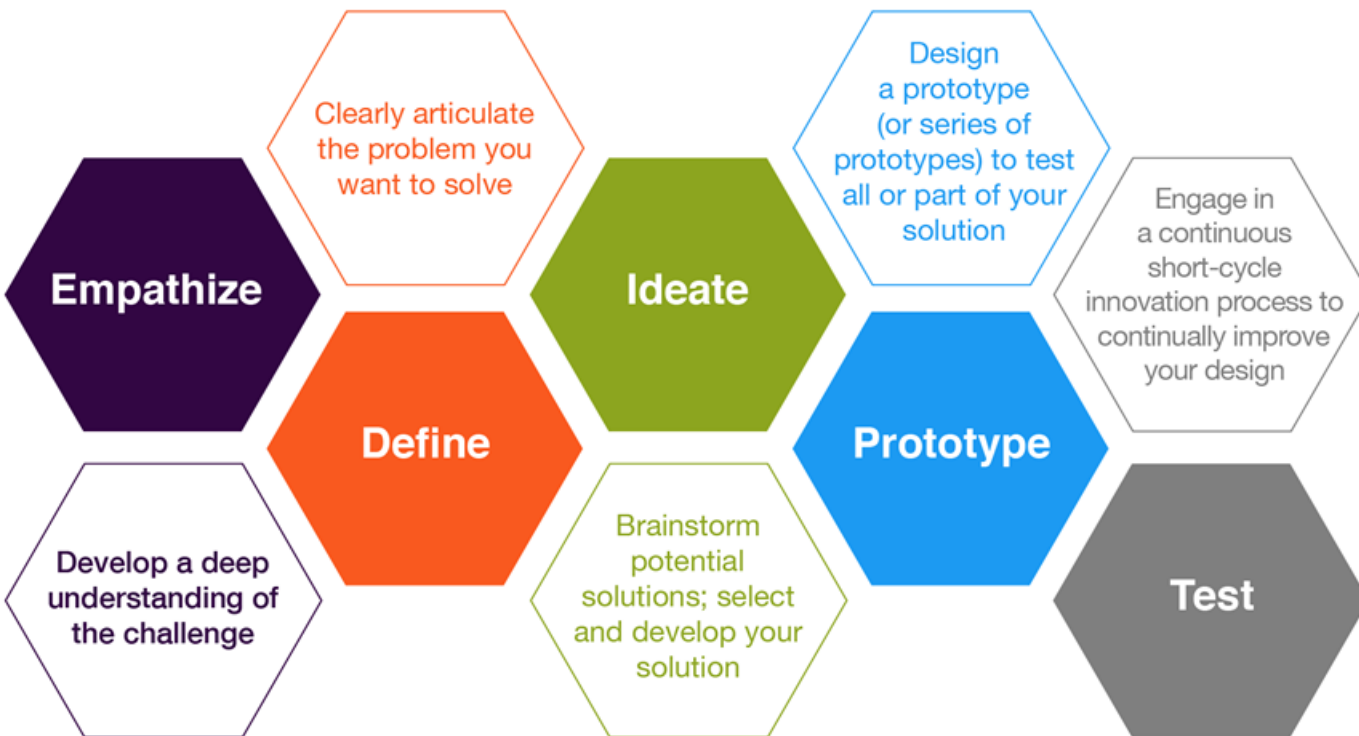### Ideafarms
Innovation, *designed!*

Design Thinking is...

A roadmap for successful Problem Solving

Design Thinking is a toolkit that focuses on reinventing creative solutions for problem solving. It doesn't focus on the end product--rather it focuses on the roadmap for success.

Thinking as the End User

It is an approach to solving problems by focusing on end customers by empathizing with them. The goal is to develop useful products & services that fit the needs of the user, not the other way around.

A structured framework for Innovation

Design Thinking provides a set of tools, mindsets, and methodologies for understanding & pursuing innovation in ways that contribute to organic growth & add real value to customers, businesses, and society.

On Offer

- One day & two-day workshops
- Masterclasses
- Consulting

Benefits for delegates

- Think AS your customers, NOT FOR them.
- Develop an action-orientated mindset: "Act to Think" rather than "Think to Act".
- Improve your Innovation, Entrepreneurship & Problem Solving skills.
- Connect & communicate more effectively with diverse groups & cultures, e.g. Millennials.

About Ideafarms

Seasoned Design Thinkers.

- An innovation consultancy with expertise in Design Thinking & Digital Technology.
- A 30-year old firm; 100+ years in combined staff experience in Design Thinking.
- Global presence: Sandton (SA), San Jose, California (USA), and New Delhi (India).

Past Clients

Empathize
Develop a deep understanding of the challenge

Define
Clearly articulate the problem you want to solve

Ideate
Brainstorm potential solutions; select and develop your solution

Prototype
Design a prototype (or series of prototypes) to test all or part of your solution

Test
Engage in a continuous short-cycle innovation process to continually improve your design

Standard Bank

OTIS

VW

Continental