Nathan Shedroff's Global Workshops:

Descriptions:

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21st Century Business Strategy: Where Business School Failed You

Faculty: [Nathan Shedroff](#)
Half-day
Much of the business conversation surrounding customer experience within corporations is based on myths that don't support great products and services. Designers and other innovators get stuck in the middle—between customers, managers, and financial decision-makers. However, new definitions of *value, relationship,* and *experience* can help us reframe what we do. And new tools, like the waveline, can help us not only design and develop better offerings, but better sell the value of what we do internally.

What you'll learn
- A new definition of value that expands the discussion and value for innovation
- How to participate strategically with others in your organization
- How to "fix" SWOT, competitive, and other analyses and properly approach positioning, using design research (which you can share with your non-design colleagues)
- How to advocate for customers with those who don't understand or adequately value them when making corporate decisions

Who Should Attend
This workshop is for any design or innovation professional who is looking to better understand strategy and conversations about value within their organization. Attendees can be new to corporate strategy and tools like SWOT analyses and Positioning. However, even those with some experience will find better ways of using these tools and building better strategy, in an innovation context. This includes being able to counter arguments against investing in customer-centric objectives.

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Design Thinking, Experience Model, and Experience Design

Faculty: Nathan Shedrofff

Half-day

Design Thinking has become intensely interesting to companies who want to innovate more successfully. However, these processes and tools can be confusing and have trouble fitting into traditional business cultures. While design thinking is often seen as a panacea, it is most effective when it's practiced across an organization and as part of strategy and not merely a tactical addition to other tools used.

Most companies discuss the importance of customer experience but with little understanding of what makes a successful experience nor the components and how to craft them. When developing experiences, this leaves organizations and teams mostly with intuition, both in research and development.

Instead, we teach a model of experience with 6 dimensions, each with several elements that create an opportunity for differentiation and innovation as well as cohesive understanding of experiences. This model also describes appropriate research techniques that uncover otherwise hidden customer preferences that trigger deeper decision-drivers.

This workshop describes the differences between design thinking and design craft and it's impact on culture, the experience model, associated tools, and the research techniques that uncover the most important decision-drivers to more successful customer experiences.

What you'll learn
- What Design Thinking, when to employ it, and how to situate it in an organization. Attendees will be better able to communicate with designers and engineers throughout the innovation process.
- What the dimensions and tools of experience design are and how to apply them to improve customer insight.
- The value customer experience brings to companies and how it relates to corporate strategy.
- Design Research skills to use in customer research.

Who Should Attend
This workshop is for any business professional who is looking to better understand design and design thinking and how to employ it toward customer-centered innovation.

Note: Design is a craft, like many, that you learn by doing. No, one, seminar or workshop will make anyone a "design thinker" at the end. However, this course is designed to provide a solid foundation on which to practice and improve design thinking skills.

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Meaning Model, Meaningful Experiences, and Meaning Strategy
Faculty: Nathan Shedroff
Half-day

Meaning is the deepest level of relationship that people can create with others, with brands, objects, services, or organizations. It's also the most stable and (potentially) most financially valuable. Creating more meaningful offerings is possible with the right understandings and tools and these can be used not only at the product/service level but as an organizing function for brand and corporate strategy. In fact, putting meaning at the center of strategy aligns external (customer) and internal (operational) goals.

What you'll learn
- A working definition of "meaning" that applies to both the customer and corporate levels of engagement
- How to research customer core meanings
- How to use meaning to better align corporate strategy
- How to build more meaningful experiences for customers and employees, alike

This workshop discusses what makes-up meaning for customers and how to research and document it so that strategies can be developed, at either the product/service or corporate level.

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Sustainability and Systems Thinking Primer

Faculty: [Nathan Shedroff](#)

Half-day or Full-day

Sustainability is no longer an option, it's a standard need for businesses in order to compete. Sustainability encompasses not only ecological calculations but evaluation of social, cultural, and financial impacts and benefits. It is critical to both corporate strategy and improving products and service offerings.

This workshop covers the most important principles, frameworks, tools, and strategies for any developer to quickly get up-to-speed on sustainability. It allows them to move past acquaintance to actively integrating these strategies to improve their own initiative. It will also give them the vocabulary to start working collaboratively and expertly with peers across operations, HR, manufacturing and supply chain, design, engineering, and corporate strategy.

What you'll learn
- The core principles that guide all sustainability engagements and application
- The key strategies that can be employed for any innovation or solution development (whether product, service, event, or environment)
- Familiarization with the most useful tools for assessing and planning sustainable innovation
- An introduction to the most popular sustainability frameworks
- A collection of case studies and examples that illuminate social, cultural, financial, and ecological sustainability principles and solutions.

A One-day version of this can be configured to include deeper hands-on design through all of the strategies available, with critique and interaction.

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Science Fiction Prototyping
Faculty: [Nathan Shedroff](#)
Half-day or One-day

SciFi and other speculative interfaces can unlock possibilities for new interactions in any product or service. This workshop will quickly share lessons culled from imaginative interfaces unconstrained from traditional constraints, with examples, and prompts attendees to brainstorm around these lessons to unlock new aspects of their existing projects. Then, attendees will develop their own projects using these inspirations.

What you'll learn
- Learn how to use scifi to mine new opportunities for your projects
- Investigate new features and solutions using lessons from scifi
- Explore new directions your product and service plans could take
- Reimagine how your audience might use your interface differently

Who Should Attend
All levels of experience can benefit from this unique perspective and gain valuable insights. Likewise, any product or service interface can be enhanced with these lessons.

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The Waveline

Faculty: [Nathan Shedroff](#) and/or [Steve Diller](#)
Half-day

Businesses mostly care about value but they define it in narrow, mostly functional and financial terms yet, the biggest value is qualitative and comes from meaningful experiences. The waveline is a new tool that helps designers and developers better design and communicate the inherent value in the user experience, built from premium value at the start. It helps prioritize qualitative value in a way that bob-0designers can understand and follow. The waveline makes use of new data from design research techniques that go beyond the standard tools and help structure the conversation of products and services around a narrative of user interaction and the most valuable parts of the customer relationship.

What you'll learn
• New design research tools for uncovering user emotions, core meanings, and design triggers
• How to organize the current user experience in terms of emotions and core meanings
• How to identify the best opportunities for generating new customer value (and how to
   visually communicate these to others)
• How to generate a new narrative of the customer relationship focused on emotional
   and meaningful value.

Who Should Attend
This workshop is for any designer or developer professional looking to better understand the melding of business value and customer experience. Those who seek to change the conversation about their own work and value to their clients and organizations will learn a new frame for that conversation. Attendees can immediately use these new tools to modify the work they already do and extend it in terms of value.

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