

FOSTERING INNOVATION IN SERVICES

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Innovation is a teachable skill, not an innate talent. By better understanding the processes and methods that designers use to approach problems and ideate solutions, individuals and organizations will be better able to improve their innovation processes to provide competitive advantage. Dave Blakely will discuss methods and tools for "design thinking" that allow interdisciplinary groups to gain inspiration through qualitative research, to visualize solutions based on this inspiration, and to advance innovation through iterative, low-fidelity prototypes. Dave will focus on addressing ill-defined problems in the service innovation.