

# BUSINESS INNOVATION CERTIFICATE

**Inspire your team to be cutting edge and visionary by adapting Design Thinking, Storytelling, and Creativity into your daily operations.**

In this inspiring and highly interactive workshop, we will share innovation methods and tools across the areas of Design Thinking, Storytelling, Creativity, and Improvisation. Our internationally recognized facilitators have more than 75 years of experience between them in innovation and have touched hundreds of companies and brands.



**Team of 3 Cost: \$5,00 General Registration**  
**Team of 4 Cost: \$6,00 General Registration**  
**Team of 5 Cost: \$7,00 General Registration**  
**Select Discounts Available**  
**2.4 CEUs will be issued for this program**

## **Digital Badge:**

Xavier Leadership Center is proud to offer each participant a digital badge in Business Innovation once participants have met program completion criteria. Digital badges include a direct link to view program credentials and can be utilized by participants on social media and digital resumes.

**Learn how to leverage the Design Thinking, Storytelling, Creativity, and Improvisation tools to help solve a variety of business challenges across a variety of topics including:**

- Disruptive Innovation
- Brand Development and Marketing
- Organization Culture
- Team Building
- Powerful Communications
- Problem Solving

## **Audience:**

Team leaders and members that strive to bring design thinking and creativity to their organization's and team's daily practice. Senior leaders who are looking to build a culture of innovation for their internal teams where creativity becomes a competitive advantage in their organization.

## **Duration:**

This program consists of 4 sessions on 4 separate days.



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## Program Breakdown:

### Module 1: Design Thinking – Facilitated by Holly O'Driscoll

We all know experiences are more meaningful than words. In this certificate program, you'll have a hands-on experience, learning both the mindset and method of Design Thinking. Covering the principles of empathy, problem framing, ideation, prototyping, and testing, this program will leave you with tools and stories to take back to your business for immediate application. Led by one of the world's most experienced female Design Thinking practitioners, you will be left inspired, motivated, and equipped to bring Design Thinking to life in your organization!

#### Module 1 Contents:

- Learning the principles of Design Thinking
- Tools to take back to your organization to start applying in your business
- Ways to cultivate a mindset of human centeredness to influence the culture in your organization
- Creating conditions inside the organization where innovators can thrive



### Module 2: Storytelling – Facilitated by Shane Meeker

More than ever, there is one thing that truly separates many brands and companies today—that one thing is **STORY**. It's no longer just what people buy, it's what they buy into. When it comes to creating powerful brand connections, engaging presentations, and inspirational business strategies, a good story can make whatever you share more impactful.

Shane's presentations include surprising insights, engaging personal stories, fun movie references, and "Hollywood-esque" tools that everyone will remember and use long after the event ends. Audiences will leave inspired and excited to use Shane's content right away.

#### Module 2 Contents:

- Why do we love stories? Why is it important for every business today to up their story game? What can the simple human **TRUTH** behind storytelling do for businesses?
- The story building block of **EMPATHY** and why the best movies and brands use it
- Learning valuable story lessons from the industry of Stage, Page, and Screen—why every business needs to follow the entertainment industry **TRENDS** and how your favorite movies can help build better business stories

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## Program Breakdown:

### Module 2 Contents Cont.:

- Film School 101 for business and the difference between your brand **PLOT** and your brand **STORY**, and why the latter is where to focus
- The Science of Story and how to best share data in your narrative—how Pixar, Aristotle, and your favorite brands understand the “**HEAD and HEART**” effect
- **WORDS** Matter—using story principles to bring to life your brand’s “**WHY?**” and how Dumbledore, Simon Sinek, Disney, and Tesla think about it as an important guide
- A Story **RECIPE**—why creating a story is like “cooking” and the 5 key ingredients you need (along with a special 6th)
- The **FUNDAMENTAL** Story Structure: how to sum up every story ever told with a single sentence—one framework that rules them all and how to use it as a quick story template
- The **MENTOR** character and why Glinda the Good Witch and Obi Wan Kenobi are critical to your brand
- **SEQUEL** Strategy and your innovation pipelines—you can learn a lot from how movies and TV series approach sequels and why your brand is like *Toy Story* & the Marvel Cinematic Universe
- Several helpful and creative story tools like the **REMIX, THEME, PITCH** and the **7-SENTENCE STORY FRAMEWORK**

### Module 3: Creativity & Improvisation – Facilitated by Scott Docherty

Scott’s Creativity training is a highly-interactive, fun, and fast-paced learning session that provides a framework for understanding and applying dramatic improvisational tools to meet real business needs. Participants are engaged and challenged by experiential exercises — tapping into their innate creativity to find practical applications in their work and relationships.

Participant take-aways include increased confidence with uncertainty/ambiguity to generate new ideas, techniques to recognize/replace unproductive thinking patterns, and a methodology to foster creative potential and innovation.

### Module 3 Contents:

- Explore the relationship and need for creativity within the business setting.
- Understand the relationship between creativity, risk-taking, and failure and how these are prerequisites for innovation
- Learn to use divergent and convergent thinking to leverage personal creativity to meet business needs
- Discover techniques that change the way we approach problems/problem-solving through disassociated connections and collaboration
- Practice improvisational skills and principles through engaging “play” in a safe, non-judgmental environment
- Learn to flex your creative muscle and “bust” the cultural myth that only certain types of people are creative



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## Representative Facilitators:



### **Holly O'Driscoll:**

Holly O'Driscoll is an industry expert in the field of Design Thinking and human-centered innovation. She has enabled the transformation of organizations through teaching the method and mindset of Design Thinking. As Global Design Thinking Leader at P&G, Holly partnered with teams across the company to lead more than 250 Design Thinking experiences, often at the request of C-suite executives. Holly's passions include problem framing, the application of Design Thinking to organizational strategy, unleashing the diversity of people, leadership philosophy, and creating conditions that allow

human creativity and curiosity to thrive.

Throughout her 20+ year career, Holly has built a reputation as a master human-centered innovation strategist, trainer, and facilitator. She is the founder and CEO of Ampersand Innovation, LLC; a Design Thinking and human-centered innovation strategy consultancy focused on unleashing the diversity and potential of people and ideas via workshops, design sprints, and capability development.

Holly is currently an Entrepreneur in Residence at the Miami University Altman Center for Entrepreneurship, and the former faculty chairperson and lead instructor of the Rutgers University Design Thinking Executive Education program. She has guest lectured on the topic of Design Thinking at The Parsons School of Design, Harvard Business School, Stanford University's Graduate School of Business, Michigan State University, University of Toronto's Rotman School of Business, and more. In January 2018, she was named one of Michael Bloomberg's Design Thinking Coaches for the Bloomberg Philanthropies USA Mayor's Challenge project, and one of her cities was awarded a \$1 million prize for their work together.

In addition, she has contributed to several books including Tom Wujec's *The Future of Making*, David Dunne's *Design Thinking at Work*, and Thomas Lockwood's *Innovation by Design*. Holly is also a globally sought-after conference keynote speaker. Holly has a BA in Chemistry and MBA from Thomas More College.

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## Representative Facilitators:



### **Shane Meeker:**

Shane Meeker is the Company Historian and Corporate Storyteller for Procter & Gamble, the world's largest consumer products company. There, he teaches and shares the power of story and how to use it as an innovation, inspiration, and strategic tool. Early on in his 24-year P&G career, he developed a unique way to connect what worked in his favorite movies with how to tell better business stories. In fact, he often tells groups that you can solve almost any business problem with what works in *Star Wars* (don't worry, he will explain how).

For over 13 years now, Shane has been presenting his storytelling content both inside and outside P&G, conducting regular keynotes and workshops around the globe for some of the world's biggest companies and brands like Walt Disney, Ford, Anheuser Busch, FedEx, Nike, American Express, Exxon Mobil, US Bank, and Nationwide just to name a few.

Shane regularly presents at conferences and on university campuses and is an adjunct professor at both the Chicago Illinois Institute of Technology and the University of Cincinnati. Shane's book, *StoryMythos: A Movie Guide To Better Business Stories*, was rated a #1 New Release Best Seller in Business Writing and Skills. He also has a TEDx talk online about the Power of Short Stories.

Just like when he was a kid, he still finds most of his inspiration from the fantastic stories of stage, page, and screen.



### **Scott Docherty:**

Scott Docherty is the Founder and Chief Creativity Officer of Muse\*ology, a consulting and training company that exists to help companies unleash the creative potential of their employees to accelerate innovation. Scott has a passion for disrupting the corporate cultural dichotomy that exist almost everywhere—companies desire the most creative employees, but almost never provide training or opportunities for them to play and tap into their innate creative potential.

Scott uniquely combines his over 30 years working in corporate Research & Development companies (e.g., Procter & Gamble, Miles Laboratories, Instrumentation Laboratory) with his improvisational training (Second City) to provide high-energy, experiential training that provides practical business applications for creative thinking and problem-solving. Scott speaks regularly on the topics of Creativity, Risk-Taking, Failure, and Innovation. Scott has a BS in Medical Technology, with a minor in Chemistry, from The King's College (NY).