

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.



To obtain a Business Innovation Certificate, participants will attend the following one-day programs:

- Creative Problem Solving
- Customer Experience
- Design Thinking
- Storytelling for Innovation

Audience:

Individuals that strive to bring design thinking and creativity to their organization's daily practice and are looking to build a culture of innovation within the organization.

Duration:

This program consists of 4 sessions on 4 separate days.

Cost: \$2,200 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.



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Topics of the One-Day Programs:

Creative Problem Solving:

This highly-interactive, fun, and fast-paced session provides a framework for understanding and applying tools to meet real business needs. You will walk away from this session with increased confidence to generate creative ideas, techniques to recognize/replace unproductive thinking patterns, and a methodology to foster creative potential and innovation.

Participants are encouraged to think about real-life organizational problems and bring these situations to the program to discuss and brainstorm together. By walking through these problems together, participants will learn the steps to creatively solve problems.

Customer Experience:

In this program, participants will learn how to strategically deliver customer experiences with purpose. Delivering exceptional customer service is all about the details. In order to exceed expectations, you need to create systems and processes to make sure that nothing is left to luck. Learn ways to be intentional to create memorable experiences. Discover unique ways to make sure your customers are telling others about their excellent experience with your organization.

Design Thinking:

Design Thinking is a human-centered approach to innovation that is 100% focused on people.

You begin by examining the needs, dreams, and behaviors of people you want to affect with your solution. This is the 'Desirability' lens, and you will continue to view the world through this lens throughout the design process. Then, you begin to view solutions through the lenses of 'Feasibility' (what is technically and organizationally feasible) and 'Viability' (what is financially viable). These two lenses are introduced carefully during the later phases of the design thinking process. Finally, the program will stress that true breakthrough solutions will overlap all three lenses.



Storytelling for Innovation:

More than ever, there is one thing that truly separates many brands and companies today—that one thing is STORY. For this full-day workshop, presentations include surprising insights, engaging personal stories, fun movie references, hands-on exercises, and “Hollywood-esque” tools. Participants will leave with a series of inspiring story fundamentals, examples, and methods that can be applied by ANY role within an organization and in ANY industry. Using the building blocks of storytelling, participants will be able to develop strategies to bring innovative ideas and methodologies back to the organization.

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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).