



This course helps your teams to design better services and better products that are more aligned to your customers' needs thus helping in winning new customers as well as retaining and growing existing customers.

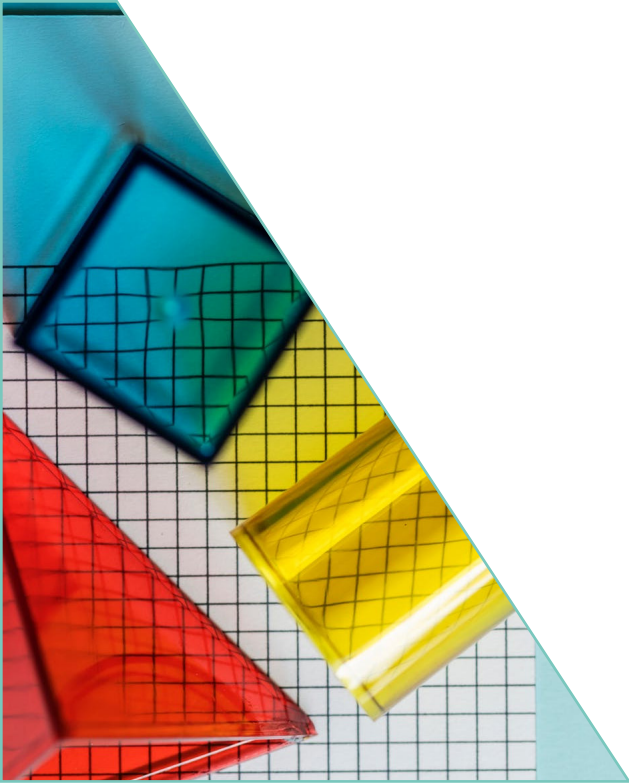
Drive your organization towards excellence in innovation by top-notch service design and product offerings



EXPERIENCE
INNOVATION

A SCIENTIFIC APPROACH

The course takes your team through a scientific approach of scaffolding your innovative ideas and nurturing them to take them successfully to implementation. The course consists of tools, methods and processes that are tested and functional.



FACE-TO-FACE

The course involves face-to-face sessions over a period of two months. These interactions foster a spirit of collaboration among the team which is a key ingredient for any innovative team. There is also an online component that helps reinforce concepts through real-life examples.



REAL-WORLD PROBLEM

Through the course, your team will work on a real-world problem that your organization faces and collaboratively find solutions for it. This helps them get their hands into the actual process and learn by doing rather than gain theoretical knowledge that invariably have knowledge gaps.



SUPPORT

For a period of three months after the course, 77deg will be available for email-based support and advise on implementation of other projects. With the focus on small, continuous improvements, this period is sufficient for the team to complete at least one additional innovation or improvement project.



WORKSHEETS AND TEMPLATES

The course package comes with various kits and templates to be used in the methods and processes that the teams can start using straight-away and can also customize according to their needs. These kits continue to be available even after the course.



EXPERIENCE INNOVATION

COURSE OUTLINE

Over a period of two months, the course covers the full-cycle of an innovation/improvement project. The stages include:

- Research
 - Ideation
 - Prototyping
 - Implementation
 - Sustainability
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CONTACT

For more details about the Experience Innovation course,
contact sales@77deg.com.

www.77deg.com/innovation