



Customer Co-Creation Immersion

How can you reduce innovation risk and increase customer adoption?
How can you build a culture of customer-centric innovation?

The Customer Co-Creation Immersion workshop uses a hands-on, immersive approach to tackle one of your current innovation challenges. You'll use a flexible innovation framework to navigate your team and executive management through the processes of uncovering customer insights, generating multiple solutions, building prototypes, and crafting compelling value propositions.

Overview

The Customer Co-Creation Immersion workshop is an in-depth experience of short instructional lectures, demonstrations, and guided, hands-on building. You'll learn about innovation maps that help you identify what's desirable, what's feasible, and what's viable, so you can "de-risk" your innovation by delivering what people want and need, up and down your existing value chain.

Unlike other Executive Education programs that use the case study method or generate "blue sky" solutions, our workshops create new solutions that fit into your existing ecosystem. So if you need to kick-start a project, get unstuck in your thinking or accelerate an innovation initiative, then this workshop is for you.

Who should attend

This Workshop is for senior managers and individual contributors responsible for developing new products or services, or solving complex problems for an organization. It is distinctly designed for Marketing, Sales, Product Development, Customer Experience, Innovation, and R&D professionals. Specifically:

- Managers who want to kick-start, accelerate, or cross-functionally collaborate on important projects
- Individuals responsible for operational execution of innovative solutions
- Agency, consultancy or design partners critical to the implementation and communication of new ideas

2016 Workshop Dates:

February 9 – 11 Apply by 1/9

March 8 – 10 Apply by 2/8

April 5 – 7 Apply by 3/5

May 10 – 12 Apply by 4/10

Contact us for alternative dates

Tuition:

\$4,500 USD

Contact us for group rates

Program tuition includes course materials, customer interviews, skilled artisan prototyping (see Key Activities), breakfast and lunch each day. Lodging and travel not included.

Questions? Contact Karen Doyle:

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Workshop Key Activities

Field research: What do customers want?

Understanding what customers want, need, and will pay for will ground your thinking and ensure you have a human-centric understanding of what is motivating, compelling and inspiring.



You and your team will:

- Interview and observe customers in the field to understand what drives their behavior
- Synthesize and analyze your findings to discover insights that will drive your innovation
- Convert these insights into a Design Brief to inspire your idea generation and designs

Solution generation: What is the art of the possible?

Using your Creative Brief, your team will partner with illustrators, graphic designers, IT architects, UX architects and other innovation artisans. Collectively you will explore multiple solutions to your innovation challenge, sketch or draw your ideas to facilitate collaboration, and continuously iterate on a few solutions to optimize your ideas.

Iterative prototyping: What can we build or create?

Next, you'll go to the Maker's Lab at Duke University to prototype to your potential solutions. You will be able to create the "look and feel" of your solution so you can take it to customers for feedback and learning. More important, you'll be able to take this tangible prototype back to your internal stakeholders for feedback and consensus building.

Mini Case Study

Insights gleaned from field research can inform solution generation and rapid prototyping:

A household cleaning manufacturer was losing market share among young adults. The team interviewed and observed how this target audience cleaned and what they were doing when they cleaned. The team discovered that unlike previous generations, young adults today clean in short bursts of activity lasting 5-7 minutes before they move on to other activities.

This insight was converted into a Creative Brief that produced dozens of solutions. The team considered creating multi-pack products and formulating room specific cleaning solutions before deciding to create a portfolio of single-serve "wipe and swipe" products.

Several prototypes were generated until an optimized design of 24-count wipes in a re-sealable flexible package met customer needs and requirements. The new product launch and future line extensions injected life into an otherwise stagnant category.

Let's go build something!

Visit msq.co for more info and to apply.



Sample Day:

Breakfast

Full breakfast at Duke Innovation & Entrepreneurship workspace

Morning Session I

Field Observations and Interviews

Morning Session II

Synthesis and Insight Exploration

Lunch

Lunch and Learn with a University Professor specializing in your field.

Afternoon Session I

Ideation and Inspiration

Afternoon Session II

Prototyping

Evening

Cocktail Reception and networking with Workshop participants