



# Duke I&E Workshops

Our Workshops are for senior managers and individual contributors responsible for developing new products or services, or solving complex problems for an organization.

They are distinctly designed for Marketing, Sales, Product Development, Customer Experience, Innovation, and R&D professionals.

Workshop	Customer Co-Creation Immersion	Iterative Prototyping Workshop	IN-90 Workshop
This workshop is best suited for...	Kicking off new projects	Developing solutions to well understood problems	Rapidly accelerating innovations to the marketplace
You will...	Interview and observe customers to understand their pains and generate solutions with compelling value propositions	Iteratively prototype solutions and collect feedback up and down your value chain to optimize your innovation	Participate in the other workshops and build financial and marketing models to guide the launch of your solution
Workshops will be...	Two and a half days	Two and a half days	Three one-week workshops over 90 days
You will learn...	<ul style="list-style-type: none"> <li>- IN-90 Framework</li> <li>- Design Thinking Principles</li> <li>- 10 Interview Techniques</li> <li>- Behaviors of 3-5 Customers</li> <li>- Key Customer Insights</li> <li>- 10 Prototyping Techniques</li> </ul>	<ul style="list-style-type: none"> <li>- IN-90 Framework</li> <li>- Design Thinking Principles</li> <li>- 10 Prototyping Techniques</li> <li>- How To Build 3 Prototypes</li> <li>- Feedback of 3-5 Customers</li> <li>- Compelling Value Proposition</li> </ul>	Everything in other workshops, plus: <ul style="list-style-type: none"> <li>- Financial Breakeven</li> <li>- Profitability Per Unit/Customer</li> <li>- Return On Investment</li> <li>- Marketing To Innovators</li> <li>- Building Sales Momentum</li> <li>- Sales and Marketing Metrics</li> </ul>