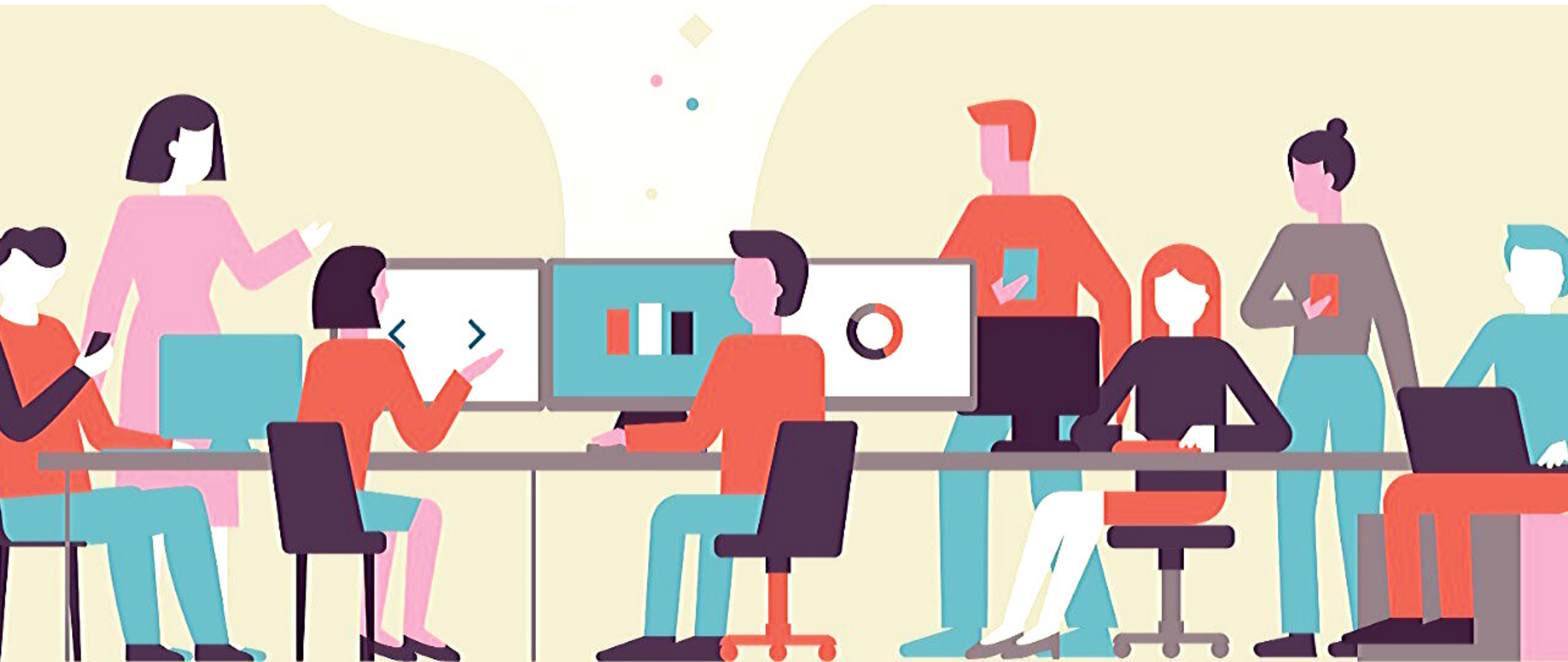


A collection of colorful geometric shapes including circles, squares, triangles, and diamonds in shades of blue, red, yellow, and grey, scattered across the top of the page.

STRATEGIC DESIGNSPRINTS

COMMONLY KNOWN AS "HACKATHONS"



SOLVING BIG PROBLEMS & TESTING NEW IDEAS
A DEVELOPMENT EXPERIENCE LIKE NO OTHER

Continuous improvement and innovation is rife with uncertainty and risk. Fortunately, there is a tool that can help eliminate challenges and accelerate desired outcomes.

A Design Sprint, commonly called a "hackathon", is an exciting, experiential development experience which uses the method of design-thinking to accelerate ideating and vetting potential options to solve a specific challenge.

In these fun, fast-paced, hands-on events, our design thinking experts rapidly lead your team through all six stages of the Design Sprint process.
(Empathize, Define, Ideate, Prototype, Test and Implement)

The focus of Design Sprints is not to create a finished end result, but to speed up learning by rapidly creating and testing ideas.

We offer 3 versions of Design Sprints - 2-hour, 3 day, and 4 1/2-day experiences.

We also offer consultation for comprehensive design-thinking engagements, and host innovation workshops and executive summits just about anywhere.

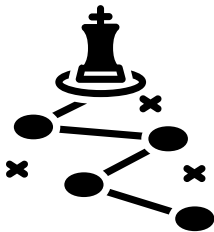
WHAT IS A DESIGN SPRINT?



SDL'S RECIPE FOR ACCELERATED ORGANIZATIONAL IMPACT



1 CUP OF
INNOVATION



3 CUPS OF
STRATEGIC
THINKING



2 HANDFULS OF
EXCITEMENT



100
TABLESPOONS OF
COURAGE



50 TEASPOONS OF
FRIENDSHIP



AND A PINCH OF
EMPOWERMENT

DESIGN-THINKING PROCESS



STEP 1

EMPATHIZE



Conduct research to develop a better understanding of your users, customers or stakeholders

STEP 2

DEFINE



Analyze all your research to understand where the true problem exists

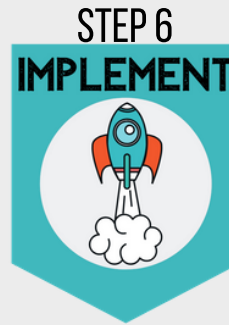
STEP 3

IDEATE



Generate a wide range of crazy, creative ideas

Put the vision of the most promising idea(s) into effect



STEP 6
IMPLEMENT

STEP 5

TEST



Return to your users, customers or stakeholders for their feedback on your ideas

STEP 4

PROTOTYPE



Build real representations of your most promising range of ideas

EXECUTE

ENLIGHTEN

EXPLORE



WHY YOU SHOULD ENGAGE VWH CONSULTING TO RUN A DESIGN SPRINT WORKSHOP?

- Align a high-performing team around a shared vision
- Answer critical business questions
- Discover the essence of a creative challenge or problem
- Cut through endless internal debate by building a prototype that your key stakeholders can give feedback on



WHAT WOULD YOU EXPERIENCE?

MAP: Your experience will be kickstarted by you making a plan and getting focused. **You will become a detective**, as you are guided through activities that help you define key questions, your goal, hear from experts and pick an area of focus.

SKETCH: **You will become a creative artist**, as we get your creative juices going, using both brainstorming and the sketching of solutions.

DECIDE: Next, **you will become an analyst**, as your team looks at the potential solutions and work together to decide on what to storyboard and prototype.

PROTOTYPE: Now you and your team **will become architects**, as you create a rapid prototype, based on your storyboard, so you have something visual and tangible to test with users when asking for feedback.

TEST: You will then **think like a therapist**, as you show your prototype to different stakeholders in one-on-one interviews, to gather feedback and get a gut-check on your possible direction.

LAUNCH: Lastly, we are not going to let your great work go to waste! We can either jumpstart your strategic planning or consult throughout the entire implementation. Let us support you in **becoming dynamic leaders!**

Let's co-create a customized experience together!

Schedule a Discovery Session and get a free price quote at:

<https://vickiwrightshamilton.com/>

**STRATEGIC
DESIGNSPRINTS**

WHAT DO YOU LEARN IN A DESIGN SPRINT?

Participants will accelerate their creative problem-solving skills while learning:

- How to break down a complex problem into a manageable target of focus.
- The benefits of a diverse, cross-functional group when tackling a challenge.
- The power of learning through quick-and-dirty prototyping versus months of product/service/project development.
- The importance of showing your work to key stakeholders early to get actionable feedback; accelerate learn what will/will not work.
- The need for collaboration, open-mindedness, divergent thinking and empathy for the end-user.

WHEN SHOULD YOU RUN A DESIGN SPRINT?

Design sprints are useful at many different stages of a project or product lifecycle. They are also invaluable leadership development experiences for professionals at all career stages. Some great times to do a sprint:

- When kicking off a new initiative
- When looking for new breakthrough features for a product or service
- When you need to switch gears or iterate on a current project
- When you haven't talked to your stakeholders or customers enough
- When you have too many paths to explore and there is no clear path forward