

# Innovation For Peak Performance



Design Thinking Workshop

# Personal Mastery. Design Thinking. Innovative Leadership.

**Peak Performance is an ideal state**, not a destination. To move towards it, organizations must break from the past and build towards future success... continuously. They need to enhance their innovation capacity. To do so, it is imperative to consider three levers:

- **First**, individuals within the organization need to pursue personal mastery by enhancing their creativity and tapping into internal sources of energy and inspiration.
- **Second**, organizations need to establish processes that foster collaboration and encourage innovation by embedding design thinking into their DNA.
- **Third**, leaders need to nurture innovation by developing a culture and structure to support it.

**This course will help enhance innovation capacity through a deep dive of the design thinking process.** We will demonstrate how to apply a systematic approach to support continuous innovation and move towards Peak Performance.

**Design Thinking can help organizations play offense**, to reflect on what they do and discover novel ways to evolve and be exceptional. Through this workshop, you will be better prepared to uncover, create, and exploit new opportunities.

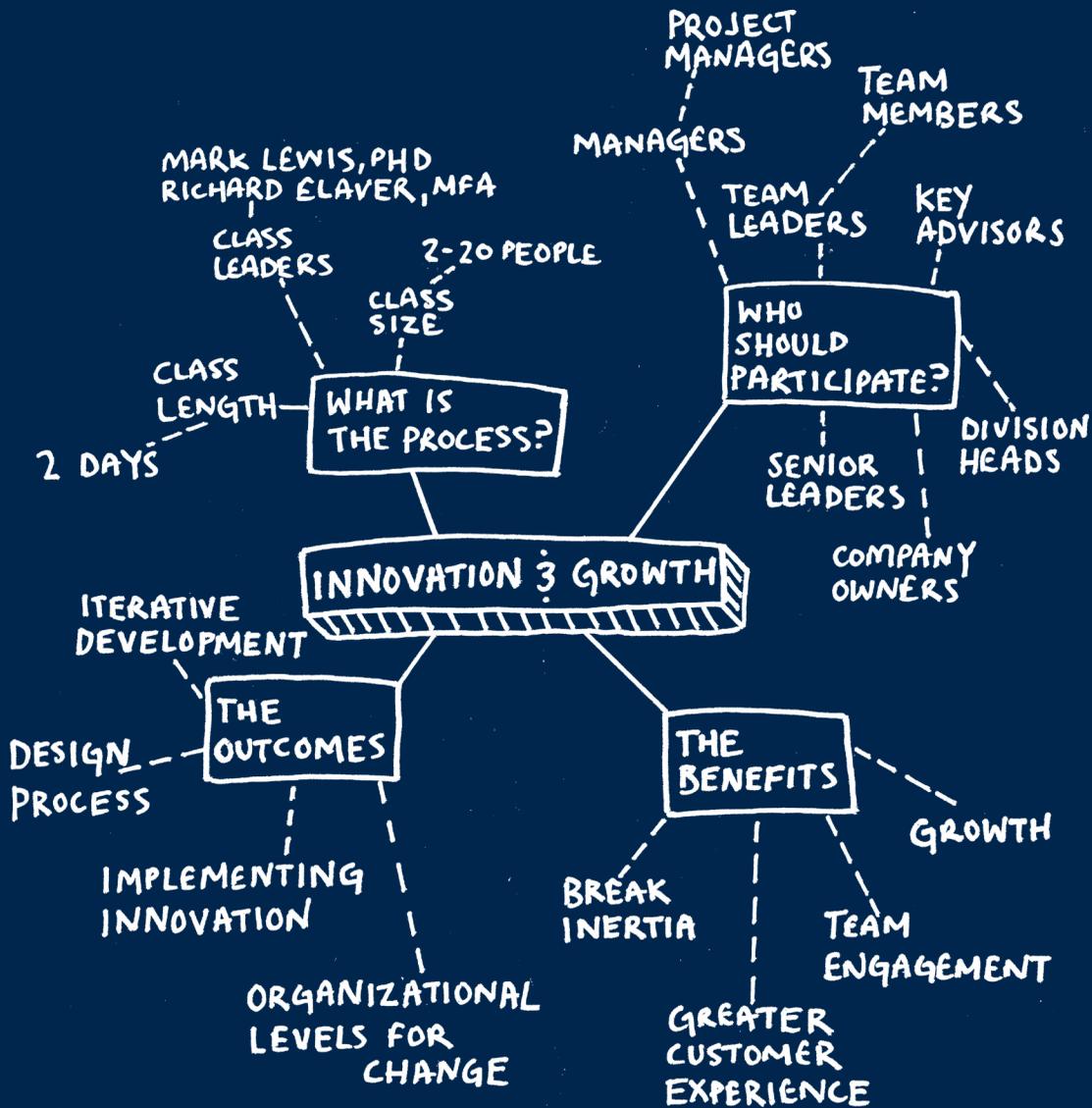
Peak Performance

Personal Mastery

Design Thinking

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# Innovation for Peak Performance

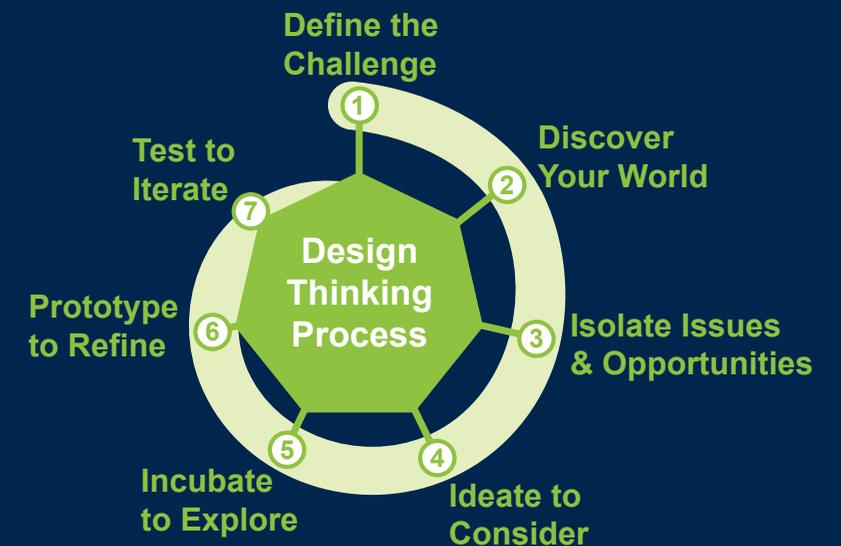


# Workshop Outcomes

After participating in this workshop participants will be able to:

- 01** Approach creative problem solving and innovation in a systematic way.
- 02** Discover how design thinking can be beneficial for solving complex, multidimensional problems.
- 03** Articulate the importance of thick data for developing deep insight into customer needs, desires, and aspirations.
- 04** Apply specific tools and methodologies to enhance creativity, break fixation, and enable innovation.
- 05** Recognize the limits of linear thinking and employ a pluralistic approach to discovery and innovation.
- 06** Tap into the capacity of collective genius to support creative problem solving and co-create continuous innovation.
- 07** Illustrate the power of iteration for fostering ongoing innovation.

The systematic design thinking process applied in this workshop:



# Daily Schedule

## Day 1

9:00	Welcome and Introductions
9:30	Creativity, Design, Innovation, and Peak Performance
10:00	Define the Challenge
12:00 – 1:00	Lunch
1:00 – 3:00	Discover Your World
3:00 – 3:30	Afternoon Break
3:30 – 5:00	Isolating Opportunities and Issues

## Day 2

8:00	Refreshments
9:00 – 11:00	Ideate to Consider
11:00 – 12:00	Incubate to Explore
12:00 – 1:00	Lunch
1:00 – 2:00	Prototype to Refine
2:00 – 3:00	Test to Iterate
3:00 – 4:00	Final Solution Presentations
4:00 – 5:00	Wrap up and Reflection



# Contact

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## Mark O. Lewis, PhD

is an innovation expert and business strategist with a passion for business research that leads to actionable insights. His research is aimed at an executive audience and based on engagements with industry leaders in the logistics, diversified computer systems, and healthcare industries. This work has appeared in MIS Quarterly Executive, MIT Supply Chain Strategy, and other leading outlets, and his case study on innovation in a long-term outsourcing relationship has been used by over 10,000 students in 29 countries.

Lewis received his Bachelor's degree from the University of Georgia and an MBA, MS, and PhD from Georgia State University's Center for Process Innovation, an industry-focused research unit centered on exploring technology-enabled innovation. His research has won national and international awards and has been sponsored by companies such as UPS, Hewlett Packard, Chrysler, SAP, Georgia Pacific, and Gartner as well as several smaller start-up organizations. Prior to entering academia he was at IBM Global Services, where he worked with a group of change-agents to speed the adoption of advanced technology across IBM. He is currently an Assistant Professor of Management at Appalachian State University, teaching courses in design thinking, innovation, and strategy.



## Richard Elaver, MFA

is an Industrial Designer and design educator focused on new product innovation and entrepreneurship. He is named on over 15 design patents and has helped develop products for companies such as Wilson Sports, 3M, and Craftsman. His independent design work has been exhibited nationally and internationally, including the Museum of Art and Design in NY and the International Contemporary Furniture Fair, and published in Wired Magazine and Designboom. Recently, he created and licensed Joinks, an educational building toy for children, which was launched on Kickstarter and is now distributed worldwide by Fat Brain Toys.

Elaver received his Bachelor's degree from the University of Wisconsin at Madison, and his MFA from the Cranbrook Academy of Art, where he focused on digital manufacturing for small-batch production. In 2006, he completed a Fulbright Fellowship in the Netherlands, working with Droog Design in Amsterdam to create international traveling exhibitions highlighting Droog's unique approach to design objects. Elaver has published multiple papers on design process, creativity, and entrepreneurship, and continues to exhibit his creative work in galleries and design exhibitions. He is currently an Associate Professor of Industrial Design at Appalachian State University.

## Testimonials

*"I lead a team of problem solvers and our ability to deliver maximum value hinges on how well we frame problems and how 'sticky' our solutions are. The Design Thinking course gave the entire team new tools to help us sharpen our problem framing skills as well as gave us new methods to better ideate and articulate creative solutions."*

**Chris Carpenter - Vice President of Business Improvement  
Turner Broadcasting System**

*"The Design Thinking Workshop provided a great overview of the discipline and it was delivered in a very interactive way that helped our team immediately apply the lessons into action. This approach allowed for a more dynamic learning environment and increased content retention. In addition, the professors are clearly passionate about the content and, as a result, were very engaging. Our team left the workshop very enthused and immediately began to apply the methodology in our work."*

**Ryan Bolick - Vice President/Executive Lead  
Turner Broadcasting Systems**

