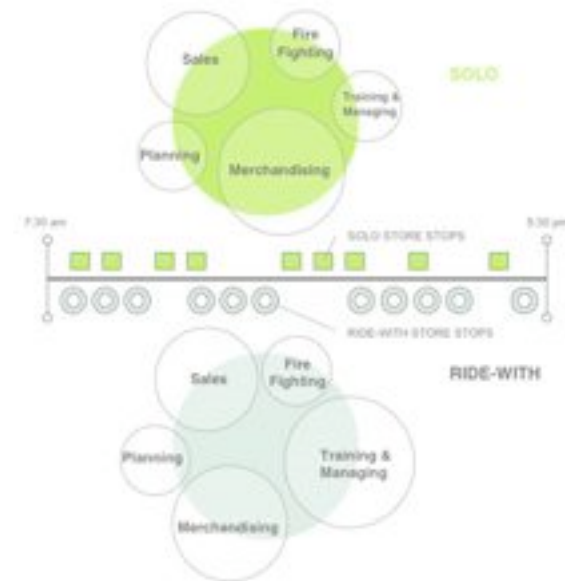# The Brief : **Teaching Teams to Design Think**

Workshops and experiences to inform, inspire and help your teams think differently.

Lesson 1 : **Structuring the Ethnographic Data Dump**

You've come back from seeing your customer's world. You've got a huge pile of photos and notes. Now what? We'll show you how to organize your data in actionable insight.

Road Warrior

Family Connector

Teen

SOLO

RIDE-WITH

Lesson 2 : **Design Machines**

Transform insights into repeatable systems that form the foundation for meaningful, streamlined brainstorming and ideation.

Lesson 3 : **The Ideation Session**
You've got the fuel. Time to make the fire. Learn how to run effective, meaningful ideation sessions.

![tinder]

Continuing Education : **Customized Learning**
We'll work with you to develop a curriculum to solve whatever vexing design problem you've been facing.