

+Studio Springboard

+Studio Springboard is a design oriented hands-on, four day training program giving you concrete tools to take your idea or business to the next level.

1. Identify

THE OPPORTUNITY

2. Make

IT CONCRETE

3. Wrap

A BRAND AROUND IT

4. Commercialize

AND GO BEYOND



+Studio Springboard is targeted to those who want to understand the value add of design for product innovations, branding and business transformation.

For corporate employees, organisations and teams who are seeking for new insights and thinking outside their own domain.

Startups, who want to further define their focus and to find the right acceleration path.

Those individuals, who are perhaps first time embarking on commercial product or service design.

Program

PERSONAL BRIEF

2 weeks before the workshop.

KICK-OFF EVENT

Day 1.

IDENTIFYING OPPORTUNITIES

Discovering opportunities for better and more innovative businesses & products with market foresight and customer insights

You will learn how to identify the key changes in customers, technology and market, and translate those into new opportunities for business growth, brand change and product innovation, and improve your existing business and product ideas.

HOMEWORK



Day 2.

CO-DESIGNING & DEVELOPMENT

Creating user-centric products and services using co-creation and service design methodologies

You will learn how to engage end users to product development in a consistent and rewarding manner. You will learn how to learn and shape end user needs into user personas and how to transform those into compelling new concepts.

HOMEWORK



Day 3.

BRANDING*

Create, build and grow your brand

You will learn how to create and maintain a strong, differentiated brand, to appreciate the mind of your consumers / customers and avoid the branding pitfalls.

HOMEWORK



Day 4.

GO-TO-MARKET & GOING GLOBAL

Tools and understanding to commercialize and go global

You will learn to build a must-have marketing toolkit and support systems for running a commercial brand and building a retail network.

WRAP-UP EVENT

*Day 3, **BRANDING** will be held in English. Other training days will be held either in English or in Finnish depending on the participants.

Different, targeted days for designers, start ups & small companies as well as for corporates & organisations.

TIMETABLE: CORPORATES & ORGANISATIONS

WEEK 40	WEEK 42	WEEK 43	WEEK 44	WEEK 46	WEEK 47	WEEK 47
BRIEF	<u>KICK-OFF</u> oct 17	<u>DAY 1.</u> oct 26	<u>DAY 2.</u> nov 1	<u>DAY 3.</u> nov 16	<u>DAY 4.</u> nov 22	<u>WRAP-UP.</u> nov 23



The training team consists of four seasoned experts in their own fields.

VILLE TIKKA

DAY 1 – Identifying opportunities

Futures specialist and cultural strategist, operating at the intersection of the global cultural and digital revolution. I have a zeal for game-changing innovation and business transformation, and I believe a better future can be built with a can-do, revolutionary attitude, through bolder visions and more disruptive solutions.

MICHIEL MAANDAG

Day 3 – Branding

Brand strategist with international experience from corporate life and coaching startups. I am extremely passionate about trying to understand how consumers’ “brand brains” work and how to influence their decisions. I believe that a focused brand execution with great design are the ingredients to success.

SAMI OINONEN

Day 2 – Co-designing and development

Co-creation expert. I am an innovator-at-large in co-creation, diy culture, communities and open design. I strongly feel that we need to rethink how we work, collaborate and make change happen for the future. I see design being the catalyst for radical, unforeseen innovations and change.

HENRIKKA SAARELA

Day 4 –Go-to-market and going global

International business specialist. Helping design businesses going global. Working as a hands-on design manager, export agent and project consultant has given me an up-close understanding of the business challenges facing today’s design fields. I believe we can create shared solutions and new business models to build profitability and growth. Management specialist with international technology background. Passionate about design for all, sustainable values and aesthetics.

We will be utilizing diverse set of methods combining both personal and group work.

Each participant is encouraged to bring her own concrete case or challenge. It will be used throughout the program in transforming the theory into concrete and relevant actions and to your benefit in the most concrete way.

THEORY



CASE STUDIES



OPEN SHARING



PEER SUPPORT



+Studio is responsible for turn key delivery of the training

The program pricing is 2250€ per person (+VAT 23% if applicable). The fee includes personal briefing, training for all four modules, materials and catering. The program includes also two social events where all participants from parallel tracks have a chance to share experiences and network. Discounted team pricing is available at request.

SIGNING UP TO +STUDIO SPRINGBOARD

Sign up at www.plusstudio.fi/springboardtraining by September 17, 2012.

FURTHER INFORMATION

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+Studio is an explorative coworking community for creative minds. Our mission is to be the springboard for the new Finnish design. A place where creative thinkers and doers work, learn and get inspired turning ideas into action, impact and global success.

+Studio offers membership for individuals, teams and organizations and hosts an inspiring, shared space for coworking, networking, exhibitions and learning. You can find us in the heart of Helsinki Design District at Pursimiehenkatu 26 C.

www.plusstudio.fi

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