

HUMAN-CENTERED DESIGN FOR CUSTOMER EXPERIENCE (CX) – IN PERSON

Our sincere thanks for considering a partnership to bring this program to your organization. This Human-centered Design Thinking program is an immersive, creative, and collaborative learning experience where participants learn to understand, create, and prototype customer experiences that lead to improved customer acquisition, retention, enrichment, and advocacy. Students learn skills they can implement immediately in their organizations, within their individual teams, or as a strategy for improving business and brand profitability. The program uses a learn-as-you-do approach that keeps participants engaged while they learn the fundamentals of creating customer experiences that lead to success, ease, and emotional connection for customers and the employees who support them.

The logo for DIALOGUE-7 features the word "DIALOGUE" in a dark blue, sans-serif font, followed by a stylized icon of a building with a blue and white facade, and the number "7" in a light blue, sans-serif font.

2-Day Workshop

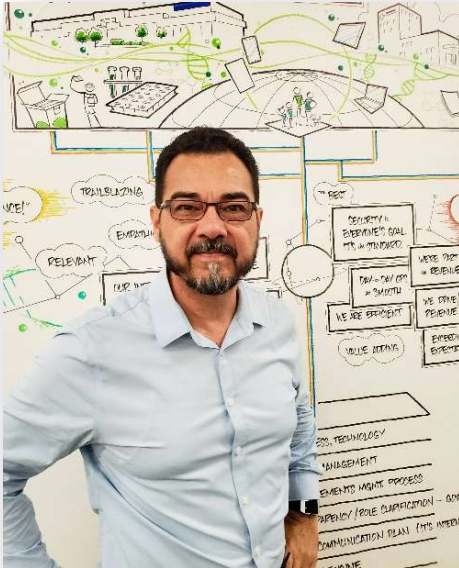
DAY 1:

- **Hours 1 and 2 — Introduction:**
 - **Learning:** Introduction to Human-centered Design principles: Why design thinking is a practical approach to creative problem-solving for Customer Experience efforts. Understanding how human-centered design and methodology influence human experiences. An overview of the core components of the Design Thinking framework using real-world examples of Customer Experience success: Empathy, Definition, Ideation, Prototyping, Testing, and Implementation.
 - **Doing:** Envisioning the Experience / Fun with Crayons Exercise
- **Hours 3 to 5 — Empathy & Definition:**
 - **Learning:** Empathy & Definition Elements of the Design Thinking Playbook.
 - **Doing:** Interviews and Data Gathering
 - **Doing:** Organizing Insights with Affinity Maps & Canvases
 - **Doing:** Problem Statement Framing Design & Construction
 - **Overview:** Empathy & Design Best Practices
- **Hours 6 and 7 — Ideation & Idea Generation**
 - **Learning:** Collaborative Idea Creation and Design Elements of the Design Thinking Playbook
 - **Doing:** Crazy Eight Idea Generation Exercise
 - **Doing:** Innovation Assessment & Criteria Exercise
 - **Overview:** Ideation & Idea Generation Best Practices

DAY 2:

- **Hours 1— Idea Voting & Selection Exercises**
- **Hours 2 to 4 — Prototyping & Testing**
 - **Learning:** Prototyping & Testing Considerations
 - **Doing:** Low-Fidelity Prototyping Group Activity/Competition Begins
 - **Overview:** Best Practices
- **Hours 5 to 6— Prototyping & Testing Presentations**
- **Hour 7: Implementation and Success Practices**
 - **Learning:** Best Practices for Customer Experience Implementation
 - **Learning:** Creating Innovative Spaces
 - **Learning:** Stakeholder Collaborations & Buy-in
 - Workshop Wrap-Up

YOUR INSTRUCTOR



JC Quintana is a respected global expert and visionary within the Human-centered Design Thinking space. With over 25 years of experience facilitating design thinking and value acceleration workshops, JC is also a “doer” who led Human-centered Design Thinking organizations, Innovation Labs, and Innovation Centers of Excellence at ADP (VP of Learning Innovation), Hewlett Packard (Global Head Customer Insights & Innovation), and DXC Technologies (Managing Partner, ENVISION the Art of the Possible). He was nominated as a 2023 finalist by the *Customer Experience Professionals Association (CXPA)* for his contribution to the Customer Experience (CX) profession and was featured as a leading entrepreneur and innovator by *CanvasRebel Magazine* the same year.

In 2017 JC was recruited to launch the Customer Experience Certificate program at the *Rutgers University Center for Innovation Education*. Shortly after, he assumed the leadership of the Design Thinking program as Chair and Adjunct professor. Since 2017, this program has been offered at Saint Joseph College, University of California Riverside, and Muma College of Business at the University of South Florida. JC's CX program has been part of continuing education programs at Andrews University, University of Colorado, GA College & State University, Linfield University, Mercy College, Ohio Christian University, University of Richmond, Seton Hall University, University of North Alabama, University of Wisconsin Parkside, Missouri

State University, University of Houston, George Washington University, and University of North Dakota.

In his career leading design thinking and innovation efforts, JC has been responsible for changes impacting education, technology, urban and community development, and customer experience in the Americas, Asia Pacific, and Europe. JC leads Dialogue-7 in Atlanta, Georgia, a company that uses human-centered design to help organizations manage the expectations that lead to profitable stakeholder relationships. He is the author of three books on the topics of customer relationship management technology and strategy, business relationship psychology, and conversation intelligence AI innovation and implementation.

JC holds advanced degrees (Master's and Ph.D. in progress) in Industrial-Organizational Psychology and is a member of the *American Psychological Association (APA)* and the *Society for Industrial & Organizational Psychology (SIOP)*. He is also a certified Workplace Conflict Mediator and Instructor with the *Mediation Training Institute* at Eckerd College.



Most Recent Workshop: King County, Seattle, WA

WORKSHOP BENEFITS

Discover the transformative power of Human-Centered Design (HCD) through this two-day workshop, tailored for forward-thinking leaders like you. Elevate your skills, amplify your organization's success, and achieve a substantial return on investment (ROI) with this fun and immersive event.

- 1. Drive Innovation and Creativity:** Immerse yourself in a dynamic learning environment that fosters creativity and innovation. Master HCD methodologies to identify unmet needs, generate breakthrough ideas, and drive a culture of continuous innovation within your organization.
- 2. Enhance Problem-Solving Skills:** Equip yourself with powerful problem-solving tools rooted in empathy. Learn to deeply understand customer perspectives, uncover latent challenges, and craft solutions that resonate with your audience. Elevate your decision-making process and navigate complex customer experience business challenges with confidence.
- 3. Increase Customer Experience Success and Advocacy:** Put the customer at the center of your strategy. Gain insights into customer behavior, preferences, and pain points, allowing you to design products and services that exceed expectations. Enhance customer advocacy and enrichment, foster brand loyalty, and drive sustainable growth.
- 4. Accelerate Time-to-Market:** Shorten product development cycles and enhance efficiency by incorporating HCD principles into your workflow. Streamline processes, reduce iterations, and bring innovative solutions that meet customer expectations to market faster, giving your organization a competitive edge.
- 5. Foster Cross-functional Collaboration:** Break down silos and promote collaboration across diverse teams. HCD encourages a multidisciplinary approach, fostering teamwork and a shared understanding of organizational goals. Strengthen communication and collaboration, leading to more effective problem-solving and project execution.
- 6. Mitigate Risk and Reduce Costs:** Identify potential challenges early in the customer experience design process, reducing the risk of costly errors and adjustments later on. HCD empowers you to make informed decisions, minimizing resource wastage and optimizing business outcomes.
- 7. Gain a Competitive Advantage:** Stay ahead in today's rapidly evolving business landscape. Equip yourself with a skill set that sets you apart from competitors. HCD expertise gives you a competitive advantage, positioning you as a leader capable of navigating the complexities of the modern business world.
- 8. Achieve Measurable ROI:** Investing in HCD education translates directly to a measurable return on investment. Witness improved product and service performance, increased customer acquisition and retention, and enhanced team collaboration, all contributing to the long-term success of your organization.

Don't miss the opportunity to revolutionize your approach to problem-solving and innovation. Join the HUMAN-CENTERED DESIGN FOR CUSTOMER EXPERIENCE (CX) workshop and embark on a journey that promises personal growth and a substantial impact on your organization's bottom line. Transform today for a more innovative, customer-centric tomorrow.