

test what matters



intro to prototype thinking

2hr remote workshop



Did you know that **the first 70% of validation can be achieved without design or development**? Anyone can solve the bulk of risk in a few weeks of focused tests simply by identifying the right tests that really matter.

Teams using Prototype Thinking can **test all ideas**, map the solution space, and commit to the right solution with confidence.

In this powerful workshop, learn this simple alternate workflow that saves the organization's most limiting resources, and **eliminates months of tedious guesswork and debate**.

→ topics

- how to test with low confidence
- create a magic moment
- build a 20-minute prototype
- cultivate user intimacy
- the power of “we don't know”

→ this workshop will be useful if you are...

- creating new products or offerings
- exploring new services, processes, or programs
- needing to get to market faster
- getting bogged down in a giant complex problem
- creating a culture of innovation



PROTOTYPE
thinking
LABS

innovate with confidence
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