

**changeUp** | GLOBAL

aps

Redefining Consultancy Services

# Design Thinking

[www.apsolutionsuk.com](http://www.apsolutionsuk.com)

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# Design Thinking: Introduction

We believe that if organisations are to succeed in the long run they need to develop their ability to adapt through innovation and create an environment that thrives on change.

**changeUp** and **APS** can help you to get design thinking embedded in your business through a range of standard training and workshop events or we can customise our activity to fit in with your situation. All activities can be offered as either in person or virtual events.

**Design Thinking** is an approach that enables both outcomes to develop. We have used the COVID crisis to add online programmes as alternative approaches to all our offerings to help companies innovate and thrive in this difficult time.

## Why Design Thinking?

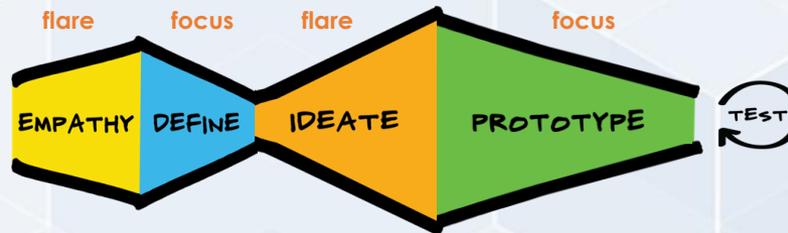
- It's a great way to get started – rather than showing up with solutions, first properly identify your problem from a different perspective
- It's a great way to keep going on the path – when you've gotten a bit lost and need to refocus
- Allows you to delve into a problem to determine its root cause
- Encourages innovative thinking and creative problem solving
- Ensures that the final outcome meets objectives and client requirements

**APS Launched in 2015**

“Providing strategic and high quality consultants, underpinned by a flexible, qualified resourcing pool”

# Design Thinking: What is Design Thinking?

A systematic approach to problem solving grounded in understanding a customer's true needs. It's a great way to take risks – try out new ideas before investing millions in the wrong solution



## How is Design Thinking going to help my organisation?

 **Gain insight:** Focus on discovering those customer insights that drive decision making; the underlying causes and motivations that are key to crafting successful strategies, roadmaps and setting priorities.

 **Create a culture of change:** The immersive nature of a Design Thinking event requires everyone to radically connect in a creative process. These participants form the foundation of a community that can drive change in an organization's culture and place great customer experience at its core.

 **Drive innovation:** The engine of change ignites when people believe their ideas are compelling and relevant. They begin to see how they can be a catalyst for the creative.

# Design Thinking: Embedding into your organisation

APS and changeUp can help you to get design thinking embedded in your business through a range of standard training and workshop events or we can customise our activity to fit in with your situation. All activities can be offered as either in person or virtual events

## LEARN IT



**Design Thinking Boot Camp:** 2-3 days in person, or 3-5 days with up to 3 virtual sessions daily

A dynamic mix of short instructional lectures and guided, hands-on teamwork where participants learn through doing. The experience is immersive, intense, challenging and fun.



**Design Thinking Crash Course:** 2 hours in person, or 2 90-minute virtual sessions

A design challenge intended to introduce the basic principles of Design Thinking and demonstrate its powerful ability to uncover insights and deliver tangible results in record time.



**Mentor Programme:** A programme designed to help your organisation successfully adopt and institutionalise a Design Thinking practice by developing your internal change agents.

## USE IT (learn by doing)



**Workshops:** 1 -3 days in person, or 8-12 virtual 90-minute sessions

Design Thinking provides the framework to explore and solve a *specific problem*. Work begins with building deep empathy for the customer need which then drives creative ideation and solution design. The pace is fast and the work is immersive, collaborative, productive and fun.



**Design Thinking Programme:** The Design Thinking method and ethos are used to underpin the entirety of a large project or multi-phased effort. The result is a team clear and driven by the customer need and a solution focused on meeting it.



**Post-Workshop Mentoring:** A programme designed to enable a team to sustain the momentum achieved in a Workshop and transition it effectively back into the office.

# APS: Our Mission, Vision & Values



## OUR COMPANY CULTURE



### Our Values

Community  
Accountability  
Partnership  
Quality  
Versatility  
Wellbeing

aps

### Our Mission

“to the consultancy of choice  
as a digital pioneer focussed  
on the client”

### Our Vision

“Redefining Consultancy  
Services: A sector catalyst  
with a trusted network of  
professionals”



“We will enable our clients to realise their  
business ambitions by providing superior  
solutions supported by excellent products. This  
is achieved by understanding the problems,  
providing the best people and products whilst  
working in partnership to deliver clients'  
business goals”



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## Contact Us

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## About APS

APS are Change & Transformation Specialists in the Financial Services industry.

Our mission is to break the compromises that organisations face when using Consultancies, by being a trusted partner to deliver value add that agencies cannot provide and at a price point below other consultancies, while still ensuring high quality in the rapidly changing landscape of Innovation, moving to the cloud, digital delivery and platform transformation across Financial Services.

Since our creation, our passion for delivering business success for our clients has driven our vision, our company, and every member of our APS Consulting team, and we pride ourselves on delivering projects on time, in budget, and to the institutional quality expected.

Privately owned and UK-based, with the Head Office in London and Operations in Southampton.

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