



Business **Enablement** Program

1. Learn Design Thinking and client experience while working on a real team project and creating your own experience.
2. Enhance collaboration, culture, team spirit & best practices, with a scientific approach and co-creation in action.
3. Scale-up and grow your business and integrate the methodology across your ecosystem

OVERVIEW: WHAT MAKES THIS JOURNEY SO DIFFERENT?

EXPERIENCE

01.

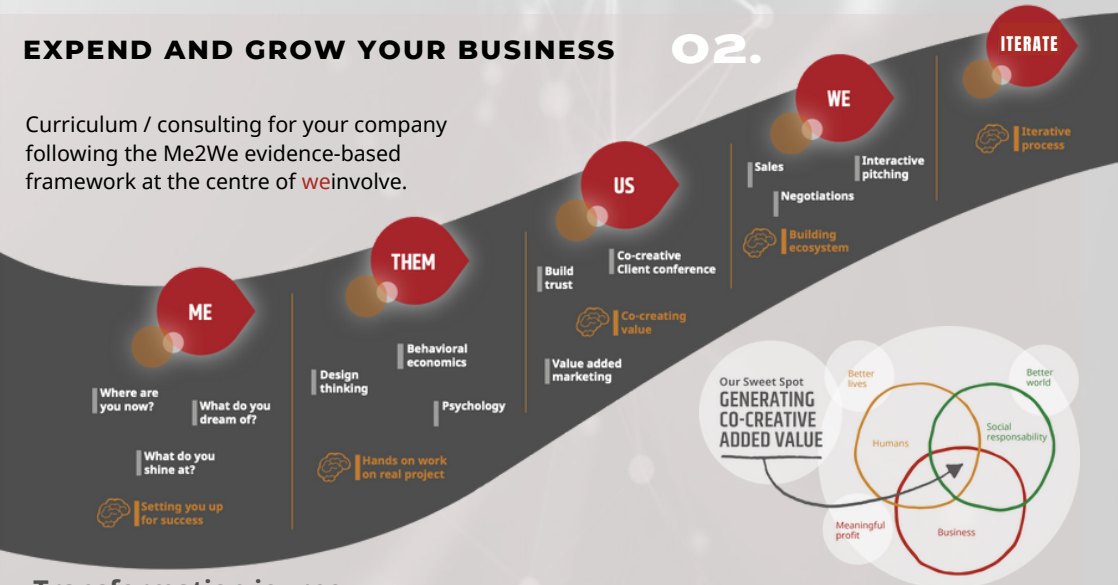
- We take people and transform them into leaders.
- We take employees and transform them into high performing teams.
- We create a snow-ball effect that scale-up naturally
- Work on real company project.
- Every single part is designed to get everyone involved in activities that will directly impact your business and make it sustainable.
- No theory or case studies. Our goal isn't to throw a heap of knowledge and statistics at you, leaving you feeling frustrated that you don't know how to apply the learnings.
- This is pure application. You will tweak what you're already doing and optimise it to drive more innovative, sustainable, profitable, practices that are responsive to your stakeholders' needs. But also generate new ideas to discover more opportunities.
- We trained over 2000 people from junior to managing directors
- We built our own digital platform to deliver transformation with results, fast, effective, in personalise and small groups. It can be run simultaneously with multiple groups - easy but personalised and ready to scale up
- You pay us for the value we deliver, not the time we spend in your building



EXPEND AND GROW YOUR BUSINESS

02.

Curriculum / consulting for your company following the Me2We evidence-based framework at the centre of weinvolve.



Transformation journey

60-day (9 weeks)

12 weeks integration program

WHAT IS CROWDSULTING?

WHEN TRADITIONAL CONSULTING FAILS?

01.

In addition of being expensive, consultants take the cool part of the job from employees especially around the innovation field. Then, when the consultants delivered the project, using great tools to design the prototypes, the company was not ready to implement it. They didn't have the infrastructure, the strategic direction, or the connection to the innovation as they were not involved in it. There was inadequate training or handover, and so the project roll out failed. What the business needs instead is for someone to come in and consult the remaining people on how to do the things that can't be outsourced effectively.

Unlike a consultant—who comes in, attempts to solve a problem, and leaves—we go into organizations and work through our process. During that process, the people in the organization continue working on real projects. We step alongside and crowdsult them so they provide the input and they do the tasks.

Creativity is the way to
create a sustainable
ecosystem



ADDED VALUE OF CROWDSULTING

02.

I used to call it value-added consulting, because you do not pay me for my time. You don't pay per day, you pay us for the value we deliver to the organisation. So, for example, we might work on a six-month project where we work with a team and take them through the Me2We process.

This concept was born when building an internal innovation consulting unit and taught design thinking from the top senior management to the entire organisation. I noticed that the only way things move is when you focus on consulting the people rather than the projects and the task.

When you focus on the people, you want them to retain the knowledge, to retain the motivation, and to be working on real projects, because unless that happens, you're not adding value. And when you're paid based on added value, you really learn to focus on what drives that.

That's why the crowdsulting program is set up with such a hands-on approach. Instead of weinvolve coming along and coaching you on what you need to do and leaving you to get on with it. We're setting up experiments, delivering our program while you are working on your real business. You're learning and creating in an experiential learning environment that teaches you how to test and learn fast and cheap while building your own company culture toward improving experience along the way.

There's a cultural change of mindset, called Done-with-You business model. Originally designed for the corporate executives, we translated it into a program individuals can access at any stage of their career. It means training that was previously only available to the top executives is now accessible for the entire organisation at a tiny fraction of the cost.

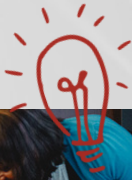
3 PRINCIPALS OF THE PROGRAM

WHY

- Achieving success and business growth through clients focus and effective use of Human-Centered Design approach
- Enable holistic transformation and enhance the group capabilities and toolkit with DT methodology
- Focus on problem solving and co-designing for and with client and business partner



HOW



- Experience end-to-end DT process for innovation, creative problem solving and transformation
- understand and experience value and principals of using DT through series of practical exercises
- Hands-on practical discovery: the power and principals of prototyping and getting best solutions for clients (internal or external)
- Learn fast, cheap to deliver what the clients really want and create value for them

WHAT

- Use Human Centered-Design for problem solving and decision making process in daily work
- Co-design best practices for your group, motivated, integrated, efficient and collaborative workforce
- Being able to apply DT principles as from tomorrow and fertilise your entity with best practices
- Having the understanding, being able to confidently speak about DT methodology
- Identify DT ambassadors for further development



A PERSONALISED HIGH PERFORMING 60-DAY EXPERIENCE

OBJECTIVES

- Gaining clarity about goals and vision
- Establish routines to improve productivity
- Gaining confidence and reinforce the strength of each participant
- Reinventing skills and fit for changing markets
- Gaining confidence and courage
- Practical and experimental learning of the Design Thinking process working on a concrete project
- Mastering interviewing techniques

DELIVERY METHOD

- Daily short video (15min)
- Practise
- 24/7 access to the learning platform
- Live group mentoring
- Peer feedback
- Self Assessment

PHASE 1 (ME): WEEK 1: BE BRILLIANT, NOT PERFECT

		DAY 1 Morning Routine	DAY 2 Life Assessment & Vision	DAY 3 Out of Comfort Zone	DAY 4 Overcoming Fear	DAY 5 Weekly Reflection
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WEEK 2: SUPERPOWERS

DAY 6 Why Superpowers	DAY 7 Superpower Treasure Hunt	DAY 8 Superpowers Poster	DAY 9 Finding Your Why	DAY 10 Finding Why in others	DAY 11 What Do You Stand For	DAY 12 Weekly Reflection
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WEEK 3: DESIGN THINKING

DAY 13 Multitasking	DAY 14 Effective Vs Efficient	DAY 15 Productivity Hacks	DAY 16 Time Management Hacks	DAY 17 Selling is Caring	DAY 18 Pre-commitment	DAY 19 Weekly Reflection
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PHASE 2 (THEM): WEEK 4: DISCOVER

DAY 20 Welcome to the world of design	DAY 21 Designing Experiences	DAY 22 Problem & Solution	DAY 23 The Gift of Empathy	DAY 24 Listening & Curiosity	DAY 25 Powerful Questions	DAY 26 Weekly Reflection
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WEEK 5: DESIGN

DAY 27 Capturing Data	DAY 28 Highlighting Stories	DAY 29 Social Norms	DAY 30 Courage, Pride, Purpose, Passion	DAY 31 Strategic Positive Decision	DAY 32 The Power of Journaling	DAY 33 Weekly Reflection
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WEEK 6: PROTOTYPE

DAY 34 Brainstorming & Rules	DAY 35 Ideation	DAY 36 Sketching for ideas	DAY 37 Prototyping	DAY 38 Prototyping - Deep dive	DAY 39 Collective Intelligence	DAY 40 Weekly Uncover Your Superpowers Reflection
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WEEK 7: VALIDATION

DAY 41 Trust	DAY 42 Value Proposition	DAY 43 Feedback	DAY 44 Keep It Up	DAY 45 Obvious Vs Best	DAY 46 Human Experience	DAY 47 Weekly Reflection
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PHASE 3 (US): WEEK 8: SALE WEEK

DAY 48 Sales Intro	DAY 49 Prospecting	DAY 50 Qualifying prospects	DAY 51 Revenue Streams	DAY 52 Business Mapping	DAY 53 Change of Perspective	DAY 54 Weekly Reflection
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PHASE 4 (WE): WEEK 9: INTEGRATE

DAY 55 Summary Weeks 1-3	DAY 56 Summary Weeks 4-6	DAY 57 Summary Weeks 7-8	DAY 58 Interactive Pitching	DAY 59 Accelerated Learning	DAY 60 Speed Reading Bonus	Weekly Reflection
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WHO IS GOING TO LEAD YOU THROUGH THE JOURNEY



Top 20 leader

IDEO AND UNIVERSITY OF PENNSYLVANIA

Innovation & design thinking



The Business School
for the World



MEET WIOLETTA SIMONET

Founder & CEO Weinvolve

INSEAD, MIT Sloan School of Management, IDEO

- The founder of weinvolve, a first of its kind crowdsulting **business incubator**, Wioletta Simonet has been a human value investigator for over twenty years.
- With a background in psychology and an MBA in Innovation and Entrepreneurship Management, Wioletta has had a distinguished career. First in talent management in the transport industry, then in strategic business design and change management with the UK's NHS, then in innovation and design thinking with UBS bank in Switzerland.
- Calling herself **Business doctor**, Wioletta's love of innovation and passion for creating human value in business shines through in every encounter. Her enthusiasm and energy are infectious.
- Whenever she gets people together in a room, magic happens.



WEINVOLVE AT A GLANCE



WHAT WE DO

We are a crowdsulting organisation. We hack human value and investigate what is important to them. What they really care about so we can build successful businesses that adds real value.

Our framework translates human needs into business opportunities that changes peoples life and also generate profit.

We connect client with businesses and build ecosystems that matters. We help co-creating irresistible and memorable experiences translating into high value high profit margin offers (products and services) and blend profit with purpose and trust.

weinvolve is all about making business MEANINGFUL, SUSTAINABLE, and PROFITABLE through innovation.



CLIENT REFERENCES



UBS



European Banking
Summit 2019



Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Schweizer Armee
Armée suisse
Esercito svizzero
Swiss Armed Forces

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