

DESIGN THINKER NAMED BEST NEW PRODUCT AT EDISON AWARDS GALA
Innovation Simulation Used in MDA Leadership Consulting Engagements Takes the Gold

NEW YORK (April 6, 2011) – ExperiencePoint’s Design Thinker, the simulation that MDA Leadership uses for building leaders’ [innovation skills](#) to help them solve business challenges, received the Gold Award for Best New Product at the 2011 Edison Awards Gala in New York City on April 5, 2011. Design Thinker was named the Best New Product in the Living, Working & Learning Environments category.

“By providing a simple, engaging tool that brings design thinking to all aspects of business, our goal with this product is to help organizations remove innovation barriers and reach breakthrough ideas faster and more consistently,” says Greg Warman, Principal of ExperiencePoint. “So it’s a particular honor to win an award named for Thomas Edison, one of the world’s most creative and prolific inventors.”

ExperiencePoint developed Design Thinker in collaboration with the innovation and design firm IDEO. During the half-day workshop, competing teams use the terms, techniques and thought patterns of design thinking to solve a realistic and complex challenge. Facilitated exercises and a computer-mediated game give participants hands-on experience with a process they can apply to any business issue, whether they need to create more innovative products and services or connect better with customers.

“No matter what your role is, great ideas and innovative thinking are the game changers in today’s business world,” Warman notes. “With Design Thinker, we challenge leaders at all levels to roll up their sleeves and put the creative methods and tools of successful innovators to work to solve tough problems and reach groundbreaking solutions.”

Unlike typical [business simulations](#) in which game results are scored by the computer, Design Thinker puts the control in the players’ hands. Participants have the freedom to explore crazy ideas and creative solutions, and they rank each team’s results at each step of the process to draw on the wisdom of crowds in solving the innovation challenge.

By taking a novel approach to furthering innovation itself, the product captures the spirit of the Edison Awards, which “applaud the forward-thinking innovations for which Thomas Edison remains internationally admired,” says Steering Committee chair Sarah Miller Caldicott, a great grandniece of Thomas Edison.

“It’s exciting to see companies like ExperiencePoint continuing his legacy of challenging conventional thinking,” she adds.

Learn more about [Design Thinker](#).

About ExperiencePoint

ExperiencePoint helps individuals and their organizations achieve extraordinary results through “perfect practice.” We design and deliver engaging, powerful simulations that enable focused experience with business theory, techniques and tools. Our mission is to help individuals learn, grow and excel in the workplace. More information: www.experiencepoint.com

About The Edison Awards

[The Edison Awards](#) recognize and honor innovation and excellence in the development, marketing and launch of new products and services.

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