

KEYNOTES/WORKSHOPS

STRENGTHS 2.0

APPLYING "DESIGN THINKING" TO INDIVIDUAL (AND TEAM) STRENGTHS AND WEAKNESSES

LEARNING OBJECTIVES:

Understand how to apply the "Design Thinking" process to business and personal challenges. This will empower you to:

- 1) achieve **breakthrough performance** by focusing on what you do best;
- 2) decide what to delegate, quit or outsource, and plan to **maximize team resources**; and
- 3) create higher **engagement** and more effective **collaboration** with customers and colleagues.

Design for Your Strengths

Consider the adage that the definition of insanity is doing the same thing over and over again and expecting different results. Is it time to change your approach? Through the metaphor of sport, you will learn a strategy to reframe your approach and **solve old problems in new ways**.

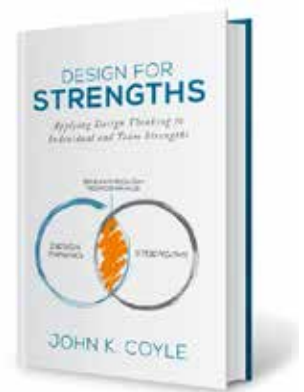
Olympic medalist John K. Coyle, shares the story of how he eschewed his coaches' advice and quit trying to fix his weaknesses. Instead, he applied "Design Thinking" to his training, focusing on his core strengths, which led to a world-record-breaking performance. Individuals, teams and companies can learn this method to identify and leverage their unique strengths (and design around weaknesses). By restructuring individual approaches and team collaboration to maximize native strengths, organizations can leap from incremental improvement to **breakthrough performance**.

Length: This program can be delivered in a keynote or workshop format, from 30-120 minutes.

Watch John's TEDx talk here 

This program is particularly well-suited for:

- High achieving groups, such as sales teams, business leaders and management consultants looking for an extra edge.
- Managers dealing with change and/or challenging groups of employees.
- Individuals seeking self-improvement and mechanisms to grow and perform at their personal best.
- Business units in growth mode striving to integrate different cultures and teams.



tel: 312.437.1509 *email:* john@johnkcoyle.com *web:* JohnKCoyle.com

Monica L. Goebel, Executive Manager: *tel:* 262.903.9270 *email:* monica@johnkcoyle.com



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John K. Coyle Speaker Credentials



As one of the world's leading experts in "Design Thinking" and innovation, John K. Coyle is a sought-after speaker who has presented for Fortune 100 companies, Universities, TEDx stages and multiple international conferences. He also happens to have an Olympic Medal for Speedskating.

John is the CEO and Founder of Speaking Design Thinking, and the host and trainer of the Design Thinking Academy online executive education series. He is the best-selling author of *Design For Strengths: Applying Design Thinking to Individual and Team Strengths* (2018) and *The Art of Really Living Manifesto* (2016).

A graduate of Stanford University's Product Design program and The Kellogg Graduate School of Management, John is an NBC sports analyst who lectures and teaches innovation courses at Marquette, Northwestern and CEDIM University Graduate School in Mexico. Prior to his current roles, John was the senior executive in charge of innovation at a Fortune 500 telecom company, and Senior Vice President at an Innovation Consulting Firm.

Known as #TheTimeGuy, John is a thought leader in the field of chronoception—the study of how humans process time. His mission is to innovate the human experience. He helps people understand the neuroscience and psychology of time perception and design experiences that expand our relationship with time, leading to the endless summers of our youth.

John offers the intellectual and analytical background of a professor coupled with the inspired emotional storytelling of a champion athlete. People leave John's experiential learning sessions empowered and motivated to make significant, positive changes in their business and personal lives. See more than 75 raving reviews on [LinkedIn](#).

Tools For Event Planners

- Working with John is easy. His Executive Manager, Monica Goebel, will facilitate all the details, such as bios, handouts, program descriptions, contracts, invoices, AV requirements and script for podium introduction.
- John will work closely with your leadership team to customize his program to meet your organizational culture, event theme and other unique requirements.
- John will bring his Olympic Silver Medal to your event for attendees to examine and photograph.
- As needed, John will participate in panel discussions, book signings, photo sessions, meals, receptions, and other group activities.
- John's books are available for discounted bulk purchase.



Add-Ons

360-degree Strengths and Weaknesses Assessment. Participants will engage in a 360 assessment process that obtains confidential input from selected peers, leaders, subordinates, friends and family using an email survey system. The feedback can be reviewed and discussed during the live workshop.

For Leaders and Rising Stars: The John K. Coyle Design Thinking Academy is a virtual learning platform. John's flagship course, the [Innovation Leadership Development Series](#) expands on his message of strengths and other mindsets and tools needed to lead innovation. The Academy allows organizations to spread the knowledge wide and deep at times and locations convenient for your team. It can be combined with an in-person keynote or workshop with John, or delivered as a stand-alone program. The Academy includes videos, reinforcement tools and coaching to take your business to the next level.

Contact **John's** Executive Manager, **Monica Goebel**, 262-903-9270 or monica@johnkcoyle.com,
to check availability and how to deliver best value to your group.