

Sprintbase™ provides the focus and structure our team needs to make an impact with design thinking in the field.

Anna Sulzman, Director, People & Org. Development, eBay

Put DESIGN THINKING to work

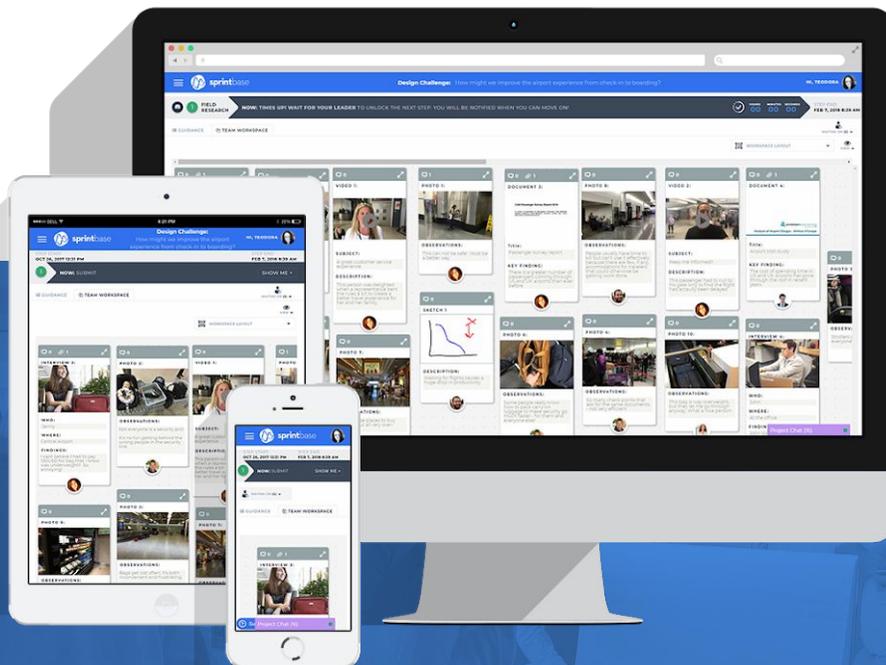
Created by the experienced design thinking practitioners at Treehouse Innovation, Sprintbase™ helps organizations of any size to drive continuous innovation and build design thinking capability at scale.

Guided by intelligent process automation and using intuitive workspaces rich with expert tips, tools and templates; virtual teams collaborate from anywhere to tackle innovation challenges and create meaningful impact.

Every innovation journey results in a detailed PDF story capturing each observation, insight, idea and prototype developed - so great ideas are never lost.

SPRINTBASE™ Enables organizations to...

- Create home-grown innovation success stories traditionally achieved through external consultants
- Tap into the creative potential of cross-functional, remote team collaboration
- Increase organizational agility by enabling people to run their own sprints with confidence
- Develop more innovative, user-centric solutions to the challenges they face in day-to-day work
- Foster a shared process, language and culture of innovation



Enabled by technology. **Driven by your people.**

“A simple and powerful way to run innovation sprints with remote teams”

Sergey Martyshko, Strategy Lead, **Anheuser-Busch InBev**

We understand the **barriers** that stand in the way of making innovation efforts pay off, and have designed around them...

Time: Sprintbase™ projects don't need to be full-time. (In fact they rarely are). They run in parallel with people's day jobs with individual time requirements scalable to the team's challenge and work realities.

Physical proximity: People from across functions, offices, and geographies collaborate in virtual workspaces - diminishing the impact of silos and creating positive network effects.

Confidence: Teams engage with real people, practice the tools and mindsets in their world, and discover their own success stories. This builds confidence to apply new methods day-to-day and resist the urge to retreat to old familiar practices.

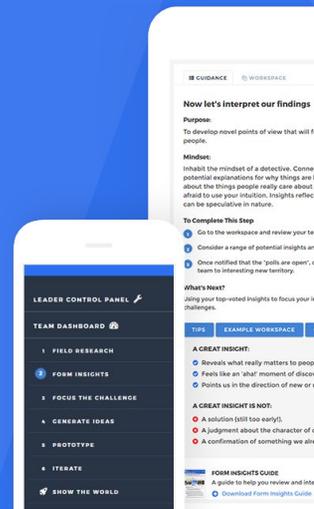
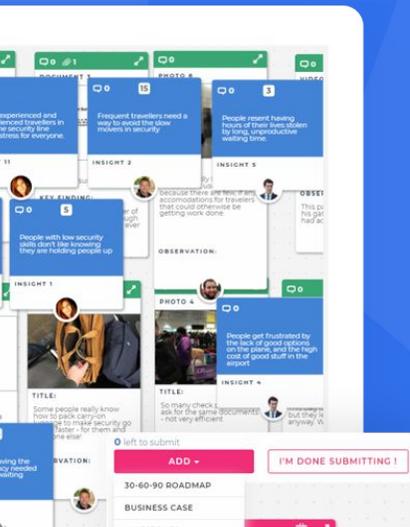
Structure: Teams are guided through each step of the process, given the right tools at the right time, and auto-notified whenever action is required.

HOW SPRINTBASE™ WORKS:

- ➔ 4-8 week sprints with coaching support to tackle big strategic challenges
- ➔ Short 3-5 day sprints that engage geographically dispersed teams
- ➔ Application projects following design thinking training to embed learning
- ➔ Certification of your people to run their own high impact virtual sprints

- ➔ Structured around a proven innovation process
- ➔ Step-by-step instructions and tips throughout
- ➔ Interactive team and individual workspaces
- ➔ Mobile version ideal for research in the field

- ➔ Comprehensive PDF output of your entire sprint
- ➔ User-defined notifications of important team activity
- ➔ Team calendar and chat to keep teams on track
- ➔ Voting capability to enable group decisions



Strategies By Design Group Judith Cardenas, Ph.D

StrategiesByDesignGroup.com
judith@strategiesbydesigngroup.com