

REVOLUTIONISE

Growth by Design



RELAIS &
CHATEAUX

Isle
of Eriska
Hotel, Spa & Island

ICMI
The Collection

APPLIED DESIGN THINKING

19 - 21 March 2021

To book please call Isle of Eriska Hotel and Spa on **+44 (0)1631 720 371**
Or call us with your questions on **+44 (0)7881 285 514**

Your ticket price covers all costs whilst you are here with us, including mouth-watering meals, fabulous accommodation and all seminar materials. The only bill you might have is from the bar.

Please rest assured that our event is completely compliant with all current social distancing guidelines. We do ask that you bring a face covering along with you to comply with legal requirements. Hand sanitiser stations are

located throughout the building. Rooms will be prepared using electrostatic “fogging” and certified corona killing sanitiser.

Regular Single ticket price **£1570**

Regular Double ticket price **£2070**

Special Winter Rate Single ticket price **£1120**

Special Winter Rate Double ticket price **£1570**

Expand your mind in inspirational luxury

Applied Design Thinking is an immersive seminar for those who wish to expand their minds, learn and practice something new and useful – all in the inspiring environment of an ICMI hotel with all the service, luxury and dining that such an experience entails.

Design Thinking is an exciting way of creating change, ideas, habits, solutions and energy. You can apply it to your own personal life, family or social groups and, of course, to your business or workplace.

This insightful and enjoyable seminar is brought to you by a unique partnership between ICMI Management and Revolutionise International Ltd, who have been running a global seminar business based at the Inch Hotel, Loch

Ness, for the last ten years. The Revolutionise core team has been pioneering Design Thinking principles across the world for over twenty years. Please read all about it and sign up. We look forward to spending a couple of great days with you!

“My background in finance, database marketing and business systems had made me sceptical of the ‘human centred approach’ to change. The group at my sprint, and my outcome, changed my mind and I am now proud of my winning habit.”

Steve Boyd, Commercial Director



APPLIED DESIGN THINKING

You have perhaps heard the term ‘Design Thinking.’ It has become a fashionable term recently but is, in truth, a way of thinking, feeling and behaving in order to make progress, to make changes, solve problems and simply make things happen.

It’s also what we have been successfully doing around the world for 25 years, before the name was even adopted.

Design Thinking is based on behavioural science and applied by some of the world’s most impactful

companies and personal development professionals. The benefits of applying the Design Thinking approach are not limited to your professional life. Expanded creativity and accelerated problem solving can benefit our personal, family and social lives too.

The reason why things don’t work is often emotional. Most changes – even ones you want to make – are faced with emotional resistance. Design Thinking looks at the human basis of why things work, why they don’t and what techniques we can use to create rapid insight and progress.

Learning Applied Design Thinking is for you if you want to:

- Discover something that is stimulating, exciting and a great deal of fun.
- Increase your creativity and ability to instil creativity in others.
- Invent and design solutions that work for human beings.
- Change behaviour and habits.
- Inspire others and get them to support you.
- Have better ideas and communicate them more effectively.
- Overcome emotional resistance to change in yourself and others.
- Solve complex problems better, faster and in a way that is different from other people.
- Increase your confidence and success-rate when you make important decisions.
- Beat procrastination, over-planning and perfectionism.

“Climbing to the top of a career ladder is really no fun when you realise that the ladder has been up against the wrong wall the whole time. Design thinking gave me the confidence to climb down the ladder and find the right path for me.”

Soraya Khan, Managing Director, Revolutionise Int’l Ltd



LEARNING STYLE

This seminar combines teaching with application.

There will be short sections introducing you to the theory and practice of Design Thinking. We will also present some real life case studies.

There will also be an opportunity, woven into the seminar, for you to apply Design Thinking to a problem, opportunity or desire of your own choice. You get to practice and actually do it!

One aspect which is very important to Design Thinking is the environment. This is why Applied Design Thinking is an intensive, inspirational and challenging seminar in beautiful, peaceful venues. The historic feel,

natural beauty and creative seminar style work together to give you a boost of new energy.

WHO SHOULD ATTEND?

You may have a personal, professional or business challenge that you want to see in a radically different light ...

... Or you may simply be an inquisitive mind keen on learning something new in the company of stimulating people in a wonderful venue.

WHEN AND WHERE?

**19 - 21
March
2021**

Isle of Eriska Hotel, Spa & Island

Bendërloch, Near Oban, Argyll, Scotland, PA37 1SD

Telephone: +44 (0)1631 720 371

Email: office@eriska-hotel.co.uk

There's a certain magic about staying on a private island. Located on the west coast of Scotland, the island boasts gorgeous views overlooking Loch Linnhe and the dramatic Morvern mountains beyond. The 300-acre island is a truly unique and memorable destination for your Design Thinking experience.

As with all ICMI venues, the hotel offers understated elegance with unrivalled levels of personal service.

If you require any assistance with your transport arrangements, please do get in touch. We would be delighted to assist you.

The seminar will run from lunchtime on day 1, til lunchtime on day 3. You are, of course, welcome to extend your stay should you wish to explore the local countryside. To book a longer stay, please contact the hotel directly.

HOW TO BOOK?

**To reserve your place please contact
the hotel directly on +44(0)1631 720 371**



PROGRAMME

Day 1:

- 12:00 Arrive and check-in
- 13:00 Lunch
- 14:00 Welcome and introductions
- 14:30 Design Thinking: The power of creativity
 - What is it?
 - How does it work?
 - Case studies
- 15:30 High tea
- 16:00 Empathise: Identifying and overcoming the emotional resistance to change
 - Teaching and practice
- 18:00 Refresh and chat
- 19:00 Dinner

Day 2:

- From 7:30 Breakfast
- 09:00 Define: What is the REAL problem you are trying to solve?
- 10:30 Coffee break
- 11:00 Work on your own definition
- 13:00 Lunch
- 14:00 Ideation: The art and science of having a great idea
- 15:00 Work on your own ideas
- 17:30 Wrap up of day
- 18:00 Refresh and chat
- 19:00 Dinner
- 21:00 Evening entertainment

Day 3:

- From 7:30 Breakfast
- 09:00 Prototype: The best solution
 - Your best solution
- 10:30 Coffee break
- 11:00 How do you make it better?
- 12:30 The final pitch
- 13:00 Lunch and close

“For me, every time I delve into design thinking, it simply starts one more chapter of a life story which I hope to make as creative as it can be.”

-Margit Mulder, Advertising and Communications Director

OUR CORE TEAM

Alan Clayton - Speaker

Alan has 25 years of experience as an inspirational speaker, creative director and consultant in the Design Thinking field. Having built and sold his London-based agency, Alan has spent the last decade travelling the globe as an expert in creating charity growth. He has worked with over 350 clients in more than 30 countries, ranging from global giants such as UN organisations to individuals seeking change.

Alan's work is based on behavioural research and the proven methods of co-creation and Design Thinking. His specialisms are board and executive team development, behavioural insights, creative processes and inspiration.

Alan will guide you through our plenary sessions.



Malene Fregil - Facilitator

Malene has an MA in Applied Cultural Analysis from the University of Copenhagen and a career in Learning Design. She specialises in designing, producing and delivering seminars that build the capacity of individuals to create change in their communities, organisations, small businesses and in their own life. She is a published author in the field.

Malene's key interest is in the point where the hard and the soft sciences meet; the study of how we as humans behave, relate and create meaning, and how those learnings can be harnessed to make things better.

Malene helps facilitate the challenging processes in our seminars.

Soraya Khan - Managing Director

Soraya's background is as a performer and creator. As well as a successful career as a classical musician, she has also worked as an international commercial lawyer in the Middle East, a tax lawyer in Switzerland and family lawyer in some of Europe's most deprived areas.

In Soraya's experience, people wrestle with the same life choices and problems, regardless of situation or socioeconomic status. She believes Design Thinking is the tool best placed to assist people in identifying and solving their problems.

Soraya manages the business side of our seminars.

