

# Design Thinking for Innovation: Tools and Techniques for the Creative Process

written by Lauri Moon | February 17, 2023

<http://imcpa.com/wp-content/uploads/2023/02/IMC-Imago-Roundtable-Invite.mp4>

**Event is Full - Contact Lauri Moon at [laurim@imcpa.com](mailto:laurim@imcpa.com) to be added to the waiting list.**

In a world with increasing complexity, competition, and change, responding with effective, creative, solutions are needed more than ever; however, understanding exactly how to do this can be a challenge.

During this roundtable, we will look at the fundamentals of creativity and innovation while equipping you with practical ways to respond to the innovative needs of your organization.

## **What to expect:**

- Busting myths about creativity and what it means for your team to be creative
- Identifying which areas of your work and your lives have room for you to grow creatively
- Practice bending, breaking, and blending ideas into creative novelty
- Gaining tangible tools for ideating.

## **Who should attend:**

We are looking for the leaders of our local manufacturing base to attend who want to make an impact on their own organizations in addition to their customers. C-Suite executives, operational executives/managers, and any key decision makers who will both provide insight to current and future expectations plus have a sincere desire to be innovators in their respective industries.

Limit 2 attendees per manufacturing company.

[Register](#)

**Facilitator:**



Mitch Marcello, Founder and director, Imago Innovation - a creativity and innovation firm.

Driven by the belief that a complex world needs innovative solutions, Mitch is passionate about assisting leaders, teams, and organizations to understand and realize their creative potential.

With a wide portfolio of innovation work, Mitch has assisted communities, colleges, architecture firms, law firms, and more to build workplaces where innovation occurs consistently. As an international speaker, Mitch challenges audiences to merge both science and art while contemplating the area of innovation. He holds a BFA from Carnegie Mellon University, a Master of Science in Creativity and Innovation from Drexel University and is the recipient of the Fredricka K. Reisman award in Creativity and Innovation.

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