**So you want to embed a culture of innovation to foster creative solutions and achieve competitive advantage.**

# Information and Guidance Notes

Birmingham City University is offering a staged free consultancy equivalent to the value of £13k to support companies and organisations that want to embed innovative practices and increase growth, or tackle complex problems. By using techniques more commonly associated with designers such as co. design and collaboration, Design Thinking enables organisations creatively to enhance their users’ experience and come up with innovative solutions.

Organisations are invited to apply for this exciting programme by completing the application/ project proposal form. The application is made up of seven sections and takes approx. 10 minutes to complete. The application form enables us to get to know you and understand what you would like to gain from the consultation, and how we can help.

Although the application process and form is simple to complete, you may find it helpful if you have your organisations details to hand, and if you have thought about the nature of the concern, issue, or opportunity your organisation wishes to solve and/or address.

For an online version of the application form please [click here](https://goo.gl/forms/VtESqo3Ykh5jO6Vn1) or visit: <https://goo.gl/forms/VtESqo3Ykh5jO6Vn1>

## Features, advantages and benefits of getting involved

* A consultant to guide your organisation through great challenges or obstacles.
* Unique solutions for your organisation using a mixture of academia and consultancy.
* A transferable set of skills that aids the organisation, management and employees.
* Free structured training delivered on design thinking tailor-made to industry or sector.
* Develop an innovatively-oriented culture and engage in activities that create value.

## Shared values

### You must have a willingness to:

* Must have a genuine concern to overcome, or want to innovate to create opportunities.
* Contribute to the development of novel products/ services, concepts and/ or ideas.
* Collectively participate in activities, to generate ideas and solve problems.
* Openly engage with others to create an open, explorative, and collaborative environment.

### We will:

* Provide design-based tools to meet your users’ and organisational needs.
* Provide an extra pair of hands, and actively be involved in the project.
* Use contemporary methods, and academic insights to co.develop practical solutions.

## The scope and context of the Design Thinking consultation

Design Thinking relates to the method of using human-centric ‘design-based’ techniques to create a holistic and interdisciplinary approach to generating innovative solutions to problems. The overarching goal of Birmingham City University’s project is to investigate using action research how Design Thinking as an approach can construct or reproduce an innovative culture, whereby organisations can achieve their objectives. Being as innovation refers to both actions and ideas, it is necessary for the research project to encapsulate the multifaceted organisational circumstances in which innovation can occur. This is important as it enables the team to examine differing aspects of innovation in various sectors or industries, which encompasses tactics or strategy, or micro and macro level innovation. As a result the team will be able to explore how design thinking can be used within organisations to create a culture of innovation, in order to produce outcomes that support and enhance operational objectives or lead to competitive advantage.

## Submission deadline and final decision

If you wish to take part, please submit completed the application form by **Thursday 8th June 2017.** The selection panel which is comprised of advisors, academics and representatives from Birmingham City University will review the applications and all applicants will be notified of the decision by e-mail by Thursday 15th June 2017. Inclusion is subject to availability.

## Further information

For further information please contact the project team: Carey Burke, Research Consultant e: [carey.burke@mail.bcu.ac.uk](mailto:carey.burke@mail.bcu.ac.uk), Dr. Margarita Nyfoudi e: [margarita.nyfoudi@bcu.ac.uk](mailto:margarita.nyfoudi@bcu.ac.uk), Dr. Martin Eley e: [martin.eley@bcu.ac.uk](mailto:martin.eley@bcu.ac.uk). Alternatively please visit Birmingham City University’s project website for more information, <http://www.bcu.ac.uk/business-school/research/design-thinking>