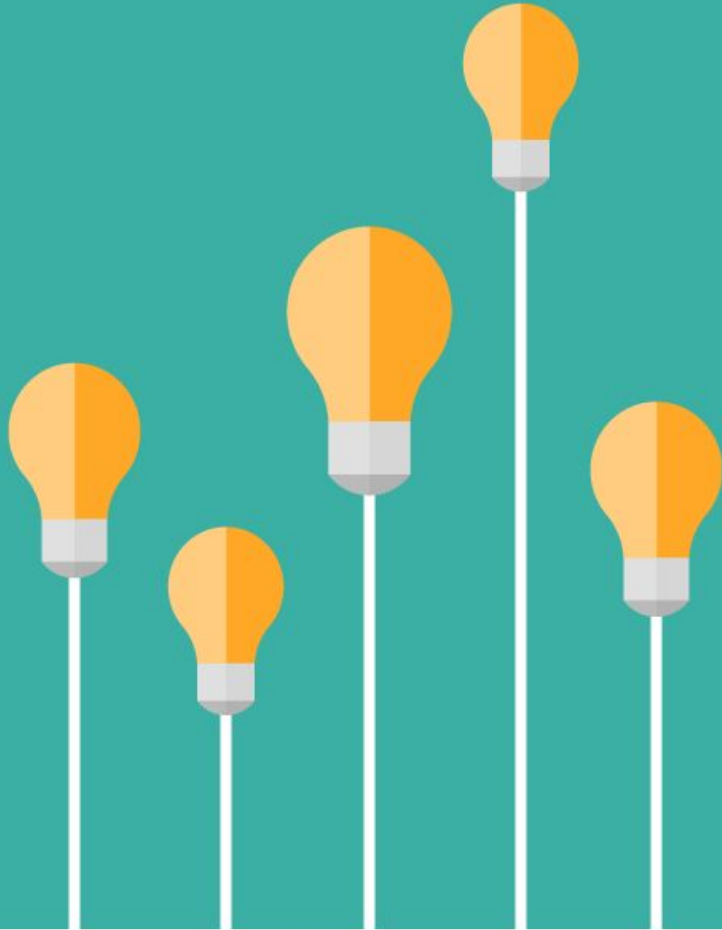


Google for Work Innovation Lab



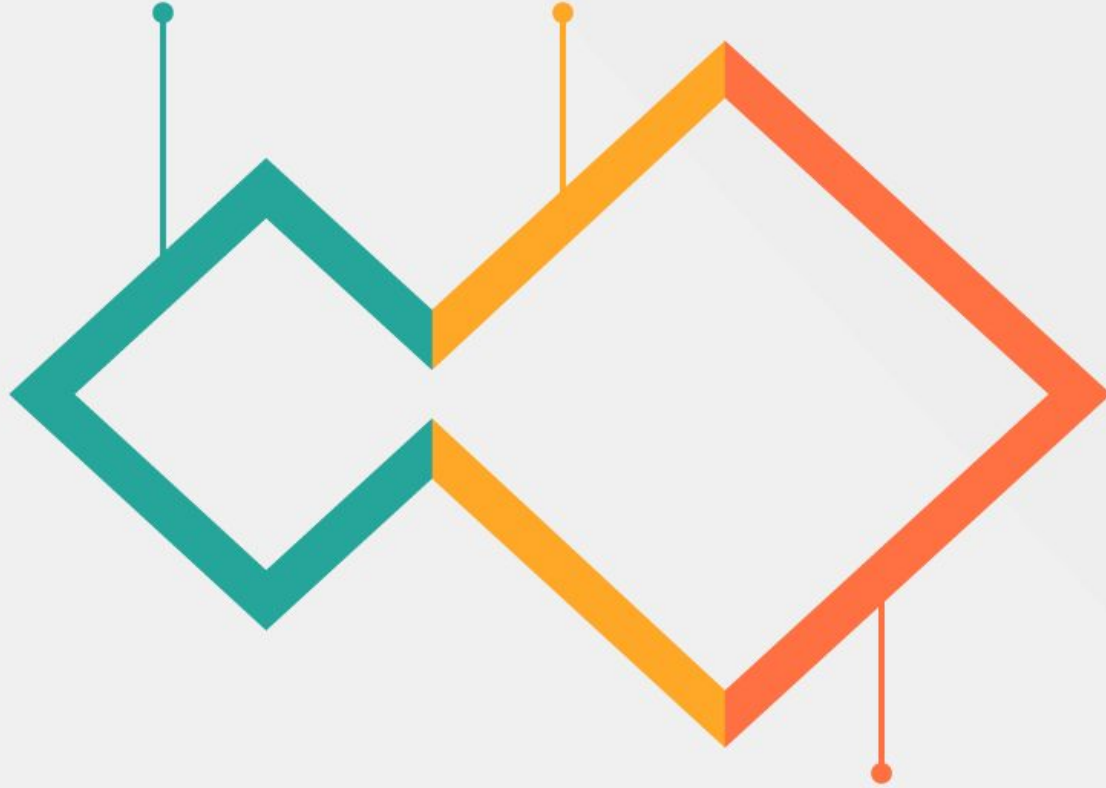
Innovation



It's not an event.
It's **a process.**

Know the user

Think 10X



Be prototype driven

Focus on the User

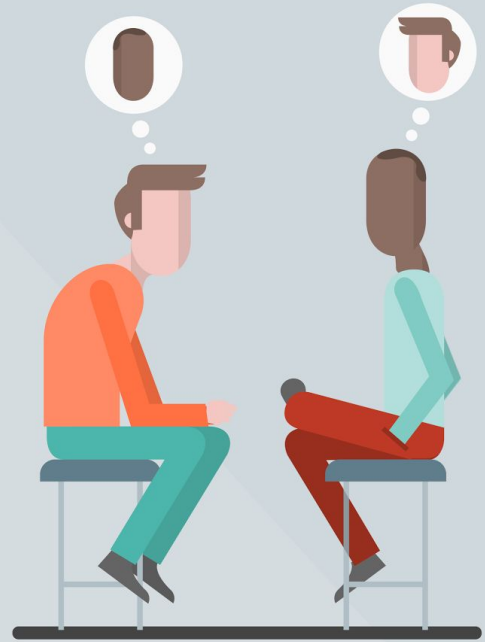


and all else follows.

Establishing Empathy

Your goal:

Connect to someone's stories, insights, emotions.



Intro Yourself

Intro Project

Build Rapport

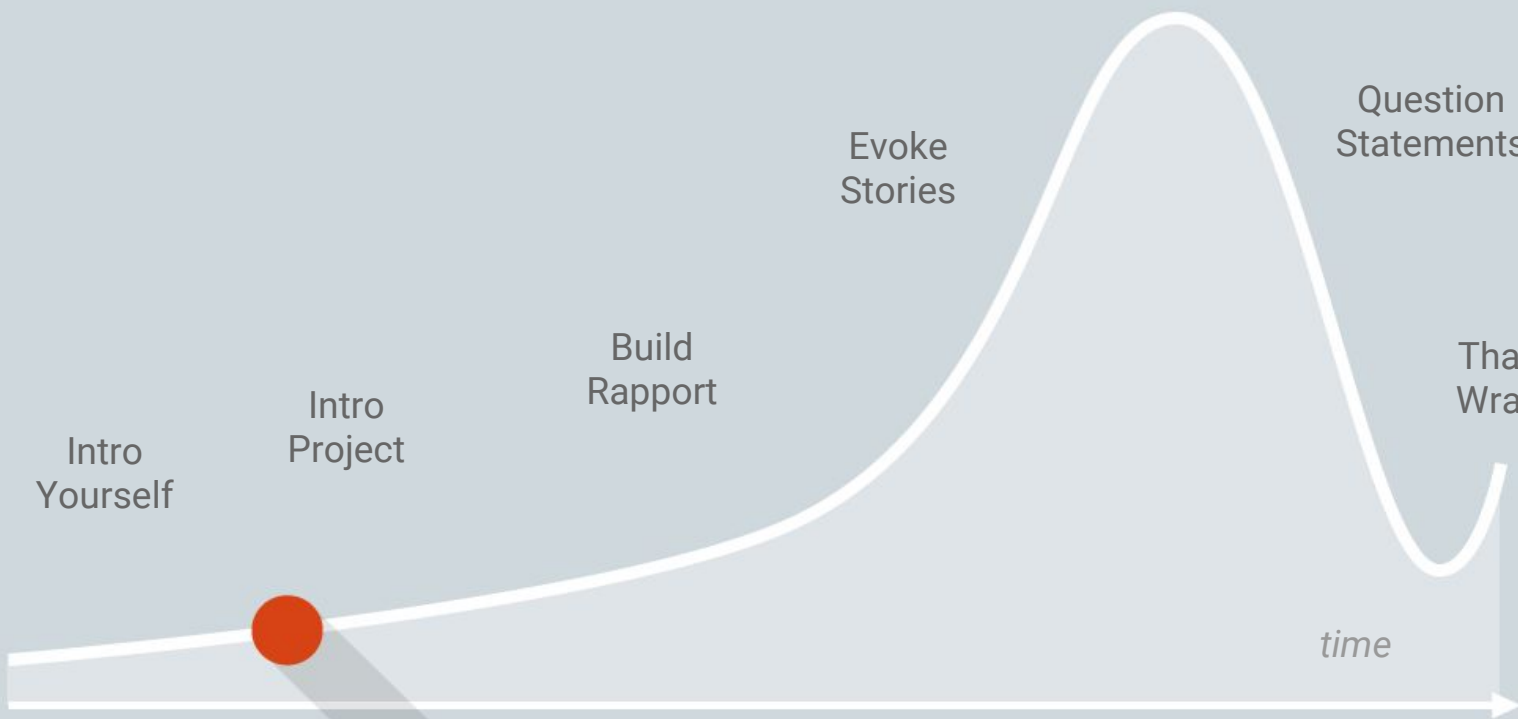
Evoke Stories

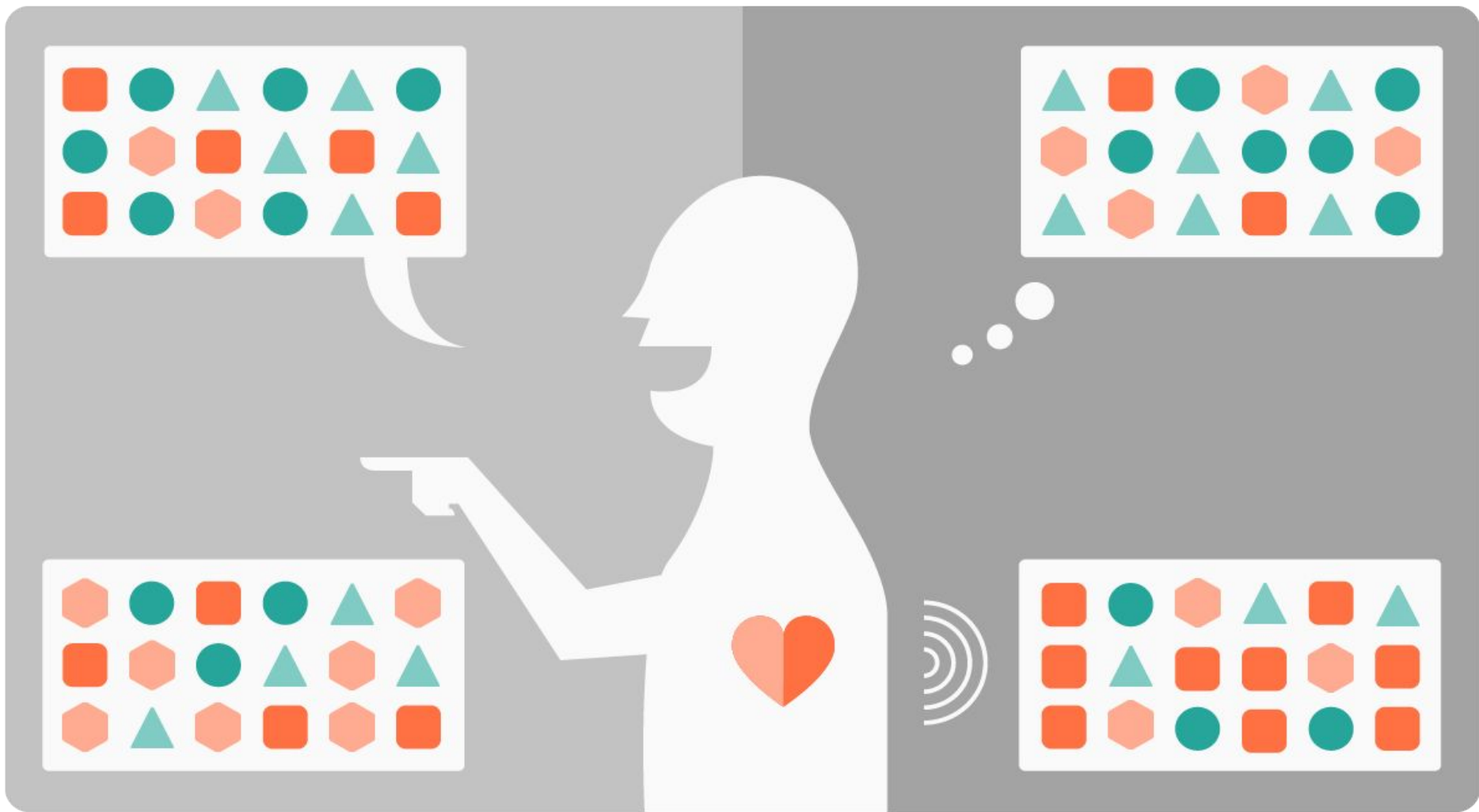
Explore Emotions

Question Statements

Thank & Wrap-up

time

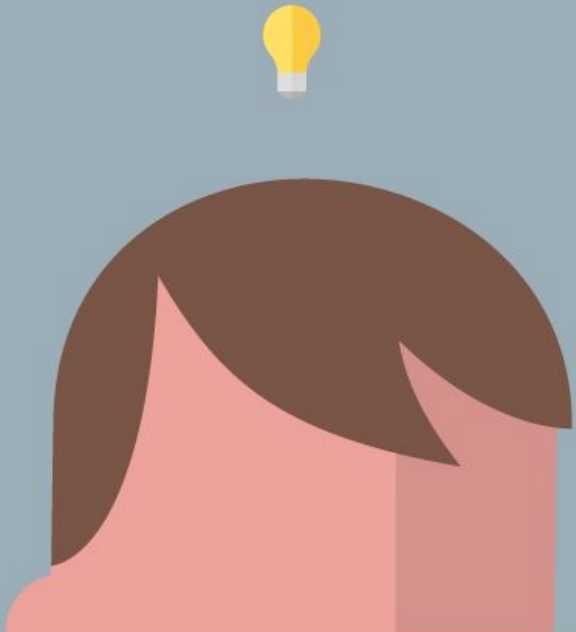






Think 10X

Big ideas



Just beyond crazy...
is **fabulous!**



Be prototype-driven

The prototyping effect

Without prototyping

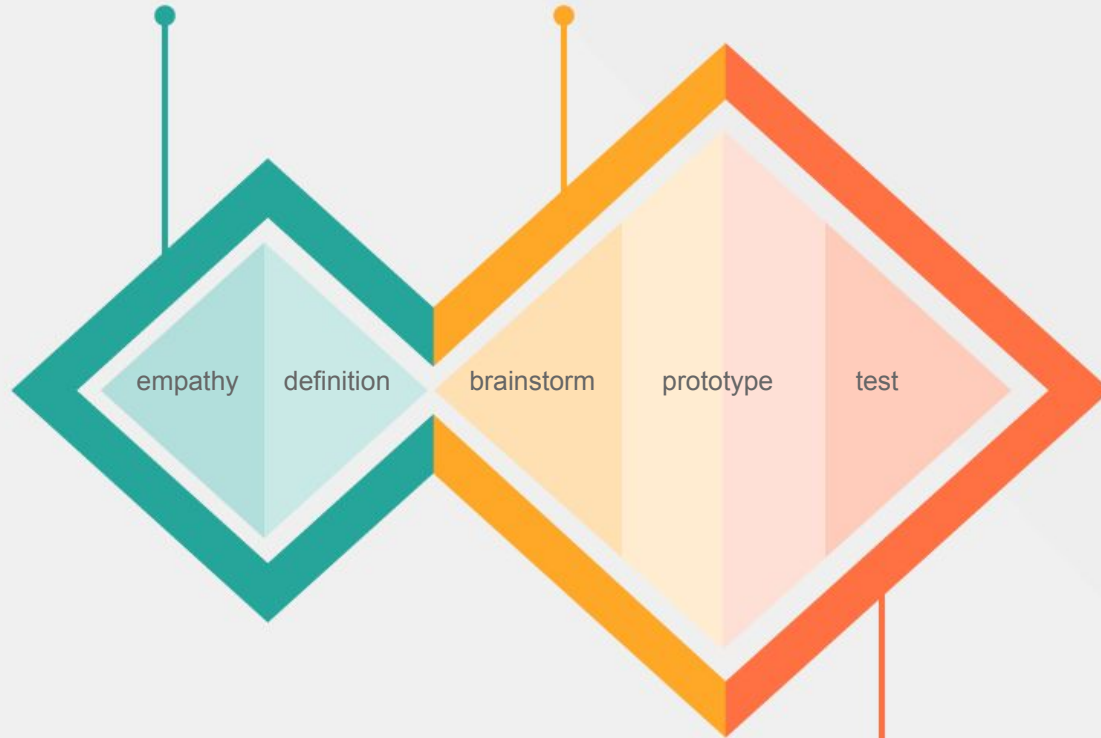


With prototyping



Know the user

Think 10X

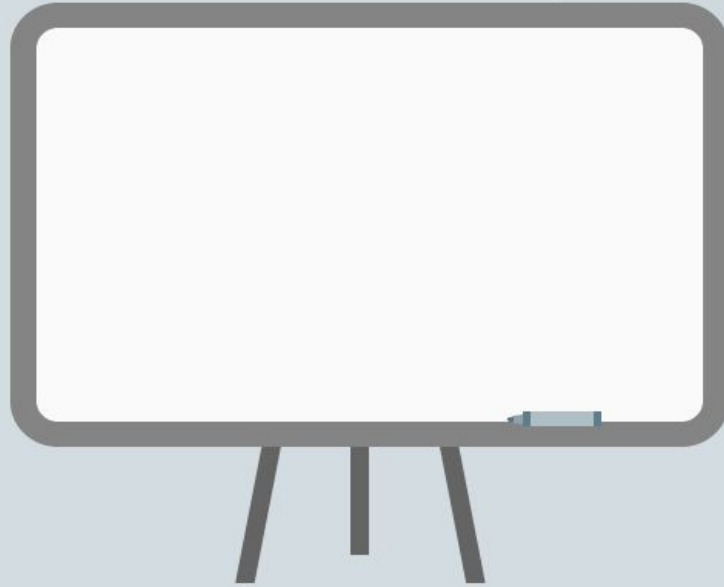


Be prototype driven

Focus on human values



Bias Towards Action



Change



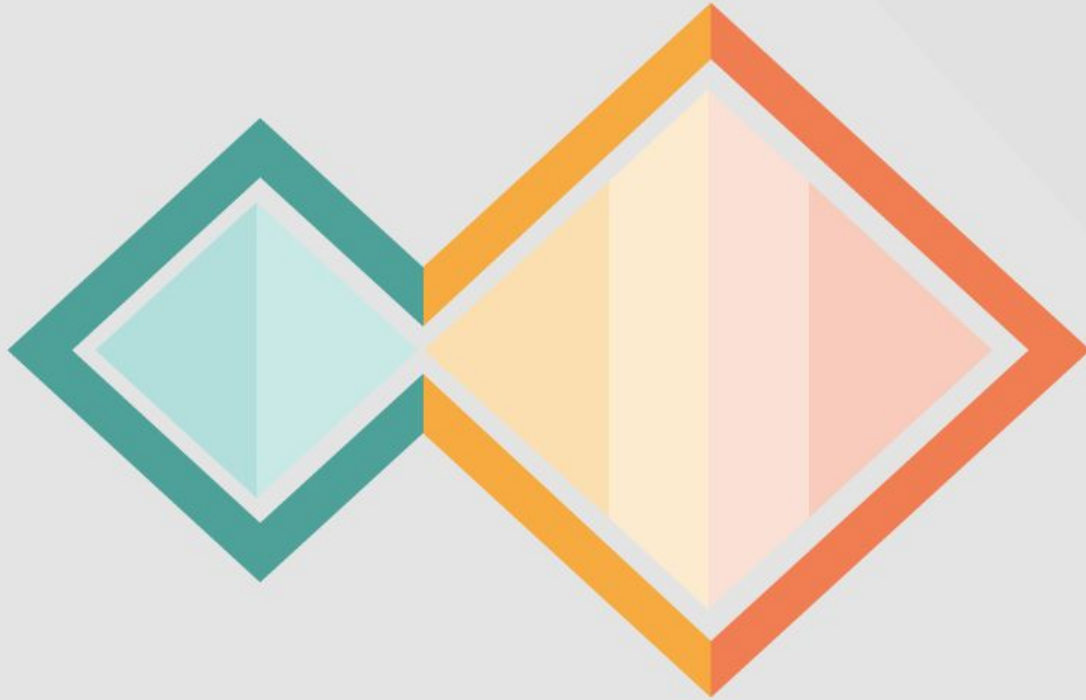
Your Perspective.

Get Experimental



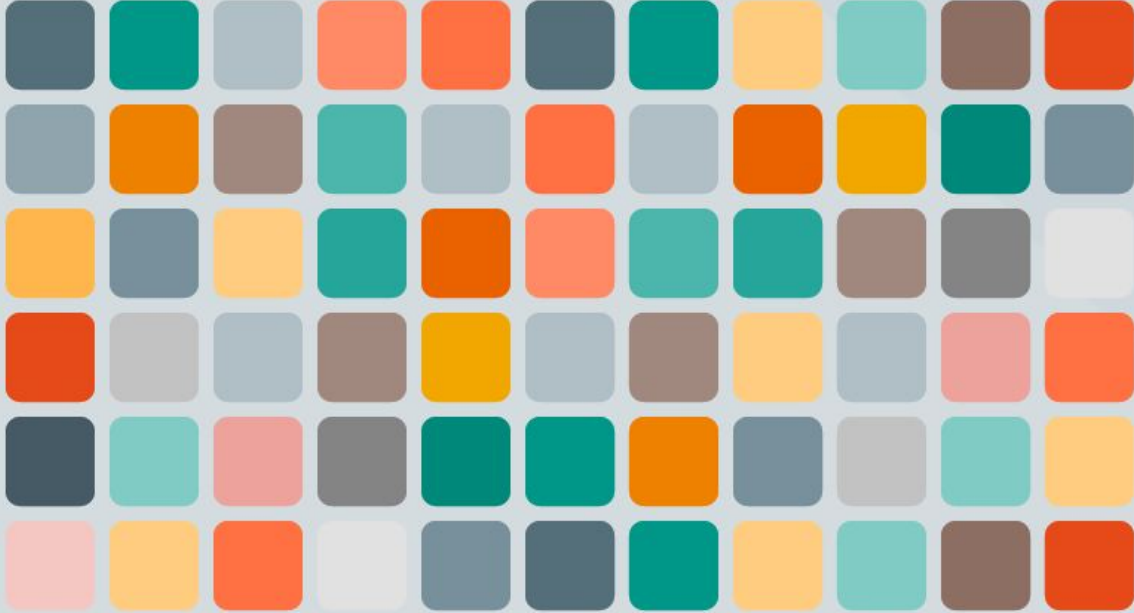
And **Experiential.**

Be Mindful



Of **Process.**

Show



Don't **Tell.**

Collaborate



Across **boundaries.**