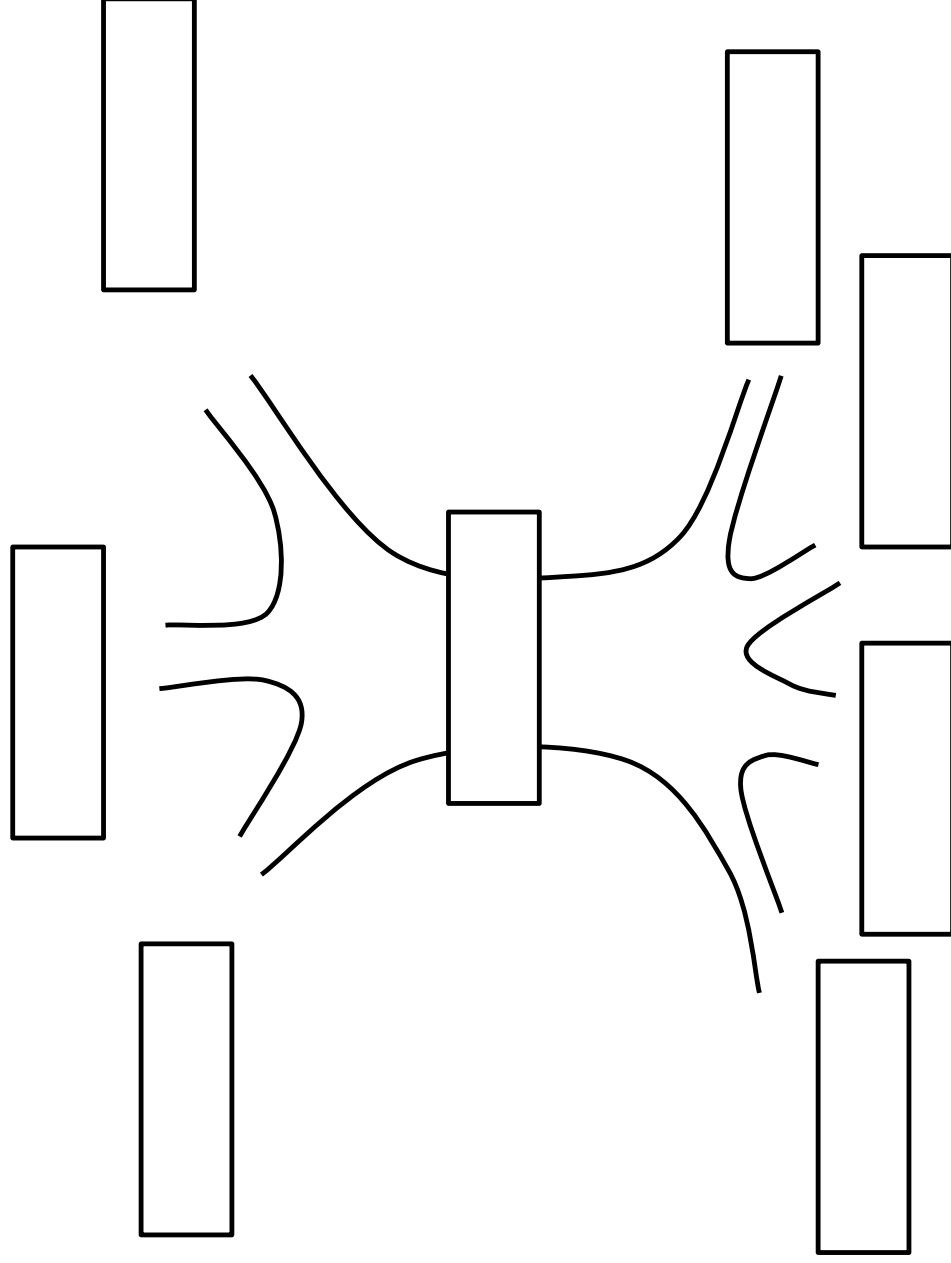


TOOL: PERSONA



<p>ADD PICTURE OR DRAWING</p>	<p>WHO AM I?</p>	<p>3 REASONS FOR ME TO ENGAGE WITH YOU</p> <ol style="list-style-type: none">1.2.3.	<p>3 REASONS FOR ME NOT TO ENGAGE WITH YOU</p> <ol style="list-style-type: none">1.2.3.
<p>PERSONA NAME:</p>	<p>AUDIENCE SEGMENT:</p>	<p>MY INTERESTS</p>	<p>MY SKILLS</p>
<p>MY DREAMS</p>	<p>MY SOCIAL ENVIRONMENT</p>	<p>MY PERSONALITY</p>	<p>MY PERSONALITY</p>

TOOL: PROBLEM TREE + 5 WHYS?



IDEATION TOOLS: First Idea + Crazy Idea, What If?



First Idea + Crazy Idea

First Ideas

What are the first ideas that come to the minds of individuals on the team?

Crazy Ideas

What are the crazy ideas that come to the minds of individuals on the team?

What If the solution...?

Is a physical object, service, process or a digital interaction?

A blended learning solution for capacity development

What are some of the objectives