Entrepreneurs workshop.
COVID-19 disrupted your business?

Has COVID-19 disrupted your business?
Maynooth University in association with
Meath Enterprise, Kildare Chamber and
Mid East Regional Skills Forum is running
a Free Virtual workshop for Entrepreneurs
giving them the design thinking tools
to help pivot, re-invent or develop new
business models.

Engage with like-minded leaders
looking to build a sustainable SME
in the COVID-19 and post-COVID-19
world?

Date: 18th Aug 2020
Time: 10am-1pm
Delivery: Microsoft Teams

MaynoothWorks
Knowledge Transfer
Enterprise Partnership
Entrepreneurship Innovation

Maynooth University
National University
of Ireland Maynooth

County Kildare Chamber
Advancing business together

MEATH ENTERPRISE
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Regional Skills MID EAST
Partnerships for Skills

Workshop

The workshop, delivered by Innovation expert Trevor Vaugh, will present an innovation framework that has been successfully employed in businesses globally, and has been identified as the initiator and key competitive advantage of many successful companies including AirBnB, Intercom, Pinterest and Intuit.

Design innovation has been demonstrated to increase turnover, identify and tackle operationally critical challenges and deliver products, services and experiences that meet and exceed the needs of customers. Design-led organisations have also been shown to dramatically outperform and outlive competitors. Research demonstrates that a design mind-set shares many similarities with that of expert entrepreneurs and this workshop will demonstrate how[1], and provide takeaway lessons, examples and tools that can be put into practice immediately.

In this fast-paced workshop developed by Trevor Vaugh, entrepreneurs will get to reassess their current business model, products and identify unique customer needs through a design innovation lens. During the workshop, participants will hear about the practice of design innovation, see relevant and inspiring case studies and learn tools and techniques to identify compelling customer insight, re-evaluate and redefine their challenges, creatively explore new opportunities and create experiments that validate and de-risk potential offerings.

Trevor Vaugh

Trevor Vaugh is an Assistant professor of Design Innovation at Maynooth University and an expert in Human-centered innovation, strategy and Design.

In 2018 Trevor founded the Maynooth University Innovation Lab (Mi:Lab) with the support of the Higher Education Authority. As Principal investigator, Trevor leads a team of Designers and Anthropologists in exploring, defining and creatively tackling higher education system challenges. Trevor is a founding partner of Actionable, an insight and innovation consultancy which combines human insight, business intelligence & creative thinking to tackle organisational challenges. Here he works with many of Irelands leading organisations and state agencies.

Prior to entering Academia, Trevor headed design at ASC, where he developed a number of world-first surgical innovations, among these, his work on single-site surgery for Olympus was awarded a place in the prestigious Cleveland Clinic's top 10 innovations of 2009. Across his innovation career, Trevor has accumulated a portfolio of over 50 patents, published widely on innovation and founded a number of entrepreneurial ventures . Recently, Trevor appeared as an expert on the critically acclaimed RTÉ series "The Big Life Fix".

[1] Von Kortzfleisch HFO, Zerwas D, Mokanis I (2013) Potentials of Entrepreneurial Design Thinking® for Entrepreneurship Education Procedia - Social and Behavioral Sciences 106:2080-2092 doi:https://doi.org/10.1016/j.sbspro.2013.12.237

Contact

County Kildare Chamber: Allan Shine allan@countykildarechamber.ie
Meath Enterprise: Gary O'Meara; gary@meathenterprise.ie
Maynooth University: Karen Griffin; Karen.griffin@mu.ie
Mid East Regional Skills Forum: Siobhan Keogh; siobhankeogh@regionalskills.ie