



IDEA TO IMPACT INNOVATION WORKSHOP

INNOVATION DOESN'T HAVE TO BE SLOW AND TEDIOUS.

At 11:59, our goal is to condense the typical months-long process into a few action-packed days. Our hands-on workshop blends combinatorial play, customer-centricity, and practical execution to tackle the hardest parts of innovation, getting you and your organization to outcomes faster.

THIS WORKSHOP IS TRANSFORMATIVE FOR:

- Startups looking to accelerate their time to market;
- Small businesses developing innovative new solutions;
- Enterprises trying to stay ahead in extremely competitive landscapes, and;
- Government, academic, and nonprofit organizations looking to drive innovation, improve customer experience and decrease time to mission.

OUR APPROACH



Close the Innovation Divide

Rise above incremental thinking. Embrace the boundless potential of bold, visionary ideas and break free from limitations.



Foster Collaboration

Break down the barriers of siloed innovation that stifle collaboration and hinder idea generation. 11:59 helps unlock the full potential of collective creativity.



Tailored Learning Experience

It's not just theory or practice. It's not just a sprint. 11:59 has uncovered a market gap and crafted a holistic solution intertwining education, reflection, and immersive hands-on experiences.



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FEATURES



Market Research



Pre-Workshop
Discovery



Tailored Design &
Content



Flexible Formats



Responsive
Adjustments



Post-Workshop
Implementation

KEY BENEFITS

- ✓ **Turn Months into Days**
Initiatives that would normally take months to align on are ready to launch in just a couple of days.
- ✓ **Enhanced Creativity**
Participants leave inspired and equipped with new ideas and innovation skills.
- ✓ **Cross-Team Collaboration**
We break down functional and geographic silos, facilitating communication, and building relationships, leading to shared understanding and more innovative solutions.
- ✓ **Immediately Actionable Ideas**
Participants leave laser-focused on how they can create more value for their customers.
- ✓ **Repeatable Problem-Solving Processes**
Workshop attendees gain new, repeatable techniques for problem identification, rapid ideation, and prototyping.

