



## Innovate with Design Thinking

Numbers don't make a product or a business successful. People do.

We employ the craft of design thinking—a human-centered process for creative problem-solving and innovation—to help our clients tackle the uncertainty of creating or evolving a product, service, or experience. We will help you go beyond numerical projections and traditional market research to create actionable offerings that result in delighted customers, engaged staff, and improved profits.

We bring Design Thinking into your organization in the following ways:

| SKILLS DEVELOPMENT<br>+ CULTURE CHANGE  | INNOVATION<br>CONSULTING  | DESIGN LEADERSHIP<br>COACHING   |
|---|---|---|
| <i>Workshops</i>  | <i>Capacity + Execution</i>   | <i>Advisement</i>   |
| <ul style="list-style-type: none"> <li>• Inspire and enable your team to be more innovative, more creative, and better problem solvers.</li> <li>• Teach your team to care about the customer and to develop innovative solutions.</li> <li>• Apply design thinking to an actual business challenge.</li> <li>• Provide a unique professional development activity for a learning program or team retreat.</li> </ul> | <ul style="list-style-type: none"> <li>• Add human-centered innovation capacity and expertise to an existing team.</li> <li>• Have an expert in design research, design strategy, and service design help you gather and use actionable insights from customers.</li> <li>• Develop low-cost prototypes of solutions and decide which ones are worth bringing to market.</li> </ul> | <ul style="list-style-type: none"> <li>• Get one-on-one or team guidance on how to apply design thinking to your work and/or embed it into your organization.</li> <li>• Gain the confidence and skills to be a design-focused leader.</li> </ul> |

### DESIGN THINKING

A collaborative process for creative problem solving that applies non-linear thinking, empathy with customers, and rapid prototyping of solutions.



## WHAT OUR CLIENTS ARE SAYING

“Mindhatch provided invaluable insight to our team in how to implement change for our end customers with their experience at the forefront. We have seen immediate dividends.”

*Technology Training Manager, Am Law 200 Firm*

**“Coonor is an excellent facilitator.  
Her facilitation style makes attendees  
feel comfortable while being  
challenged.”**

“Coonor is one of the sharpest design thinkers I’ve met over my years as a business owner. I would recommend her to anyone looking for a gifted project manager to lead design thinking or service design work.”

*Rebecca Horton, CEO + Co-Founder, Trestles*

“Ever professional, Coonor brings her sense of humor and ability to adapt in real-time to every engagement. She conducts research interviews adroitly, conveying both authority and humility. She also brings a solid understanding of innovation and business strategy fundamentals.”

*Clay Maxwell, Managing Partner at  
Peer Insight + Peer Insight Ventures*

## WE’VE WORKED WITH

- YWCA
- Deloitte
- Capital One
- Microsoft
- General Motors

## INSIGHTS FROM MINDHATCH

- [Design Thinking: A Key to Improving Organizational Culture](#)
- [Design Thinking: The Scientific Method for Innovation](#)
- [The Robots Haven’t Won Yet \(And Other Reasons I’m a Design Thinker\)](#)



### CONTACT US

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