



Strategy Workshops

Clarify. Define. Activate.

PDT’s workshops are specifically designed for our strategic partners who have maintained a sense of urgency. They understand the need to bring a laser-like focus to prioritizing their efforts and investments, and getting to market for maximum impact and strategic advantage.

There are three strategy workshop programs:

- Strategy Workshop 1: Clarify the Opportunity (click here to learn more)
- Strategy Workshop 2: Define the Platform (click here to learn more)
- Strategy Workshop 3: Activate the Solution

Strategy Workshop 3: Activate the Solution

With substantial in-house expertise and resources, PDT is uniquely qualified to help you prototype the product and experience - understanding how it can be executed on strategy and within specs, and then sourced for speedy and cost-effective execution. Explore a broad range of possible executions, and quickly concentrate on the lead options with an accelerated process that provides real-time integration of research findings, customer participation, design, and engineering with your cross-functional team’s decision-making.

- Ideate product or service possibilities (Step/Stretch/Leap)
- Select and prioritize based on intrigue and potential
- Build feasibility into the execution
- Create low fidelity prototypes
- Identify development roles, responsibilities and timeline

Development Flow



The Activate workshop’s format is tailored to your needs and objectives, typically ranging from a half-day to three days. The Activate workshop leverages Synectics™ method expert facilitation and additional process techniques that build on the data and knowledge you already have. Often portions of the program are used to include participation by your partners, customers and end users. To help ensure the workshop concludes with decisions that can be executed and delivered, we also draw on PDT’s technical and subject matter experts as needed to prepare advance materials, provide expert advice for the discussion in process, and assist in prioritizing outcomes.

Make a modest investment that unifies and leverages one of your most strategic assets – the people who are going to drive your continued success. Start getting ready today.

Contact your PDT representative or email askpdt@pdt.com to arrange for a personalized assessment and recommendation on how the Activate workshop can best suit your needs.

