



Designing Solutions

for the
21st Century

This half-day workshop is a fully interactive step-by-step guide to designing for a better future.



2nd November | 9am - 12pm
231 High Street
Community Event Space

What will you come away with?

Participation in this workshop will increase your interest in the things that surround you – whether it be physical or digital products, systems, or services.

- You will explore the principles that form the basis of great design outcomes.
- You will uncover the value of involving diverse minds in the creation process and the effective management of differing perspectives.
- You will be equipped to identify high-quality ideas that will meet real human needs now and, in the future that diminish social and environmental impact.

The success or value of any product or service depends on getting the basics right: allocating time, and understanding how to bring together a truly diverse team. Each of these can be either glaringly obvious or completely invisible in different situations. Every successful offering addresses them all, whether they know it or not.

This workshop is aimed at a broad audience to encourage diversity of input and to maximise the networking potential. I believe that New Zealand has significant unrealised opportunities to create a lasting and authentic New Zealand brand that you and your business can leverage.





Workshop cost

Corporate \$400 + GST
Small Business \$250 + GST
Student \$50

“Highly recommended for anyone interested in creating real value for real people, and a different approach to products and services.”

— Andrea | Department of Prime Minister and Cabinet

Who is it for?

Anyone who has an interest in improving the outcome of the products, services, and systems they are developing.

Our Clients

Dorenda and her team have worked with Engineering NZ, UC Centre of Entrepreneurship and MBA Design Elective, Master of Engineering Management, University of Auckland, Te Puna Kokiri, Z Energy, Farmlands, and National Science Challenge - Our Land and Water.

“Dorenda has evolved design-based thinking into a values-based design framework. She speaks with passion, wisdom, and conviction, providing participants with the principles of diversity and inclusion, as a base of exploring complex problems, helping to refine solutions that align with purpose and create value.”

— Pete Howard, Student Innovation Lead, UCE

Dorenda Britten Limited

Dorenda is the founder of **Dorenda Britten Ltd.**, a strategy consultancy that specialises in human and environmentally focussed projects. The business offers programmes and courses that will take businesses to the next level in the modern world, firstly motivated by a vision of a bright and sustainable future for New Zealand.



Bookings essential | email: think@dorendabritten.com

