

Customer	The Danish Council for Technology and Innovation
Task	MillerQuest is hired by VIA Design that is responsible for designing the Innovation Denmark day for 180 representatives from companies, knowledge institutions, the public sector and interest organisations. MillerQuest facilitates a persona workshop where the participants are asked to help to make a certain human type/a persona more innovative in his/her work – the persona is a researcher at a university in Denmark.
Origin	It is the responsibility of The Danish Council for Technology and Innovation to develop and implement the innovation policy in Denmark in cooperation with The Danish Agency for Science, Technology and Innovation. As frontrunner for innovation they wish to be innovative in their approach to innovation – as a result the Innovation Denmark day is started. As an example of a different way to start a constructive dialogue with interested parties and other intelligent people who all work with innovation every day.
Solution	<p>In the workshop, the creative process is managed by separating the different ways of thinking. Specific tools are used to demand opening and closing thinking at different points in time in the creative process:</p> <ul style="list-style-type: none">• Brainstorm• common idea development• prioritisation
Results	<ul style="list-style-type: none">• Specific suggestions for activities and initiatives which The Danish Council for Technology and Innovation may implement as part of the innovation policy in Denmark• A change of focus in the direction of user-driven innovation makes it possible for The Danish Council for Technology and Innovation to become better at complying with the needs of the customers
Testimonial	<p><i>“MillerQuest was an impressive facilitator at the Innovation Denmark day. Professionally and committed she headed the 10 persons throughout the day at her workshop. With her ability to listen, respond and inspire, she made the team flourish and spiced with her targeted efforts, the result at the end of the day was that the team had generated good material and a large number of ideas which The Danish Council for Technology and Innovation was able to continue working with.”</i></p> <p>Ida Vesterdal, Culture Analyst and partner in VIA Design</p>