UX GUERRILLA™
ACADEMY

UCD / SCD /
SERVICE DESIGN
BUSINESS ANALYSIS
AI & AUTOMATION
TRANSFORMATION
PRACTICAL CHANGE

Business Adaptation & Practical Workshops

Turn business challenges into practical improvements.



TACKLE REAL CHALLENGES

IMPROVE SERVICES & PROCESSES

EXPLORE AI OPPORTUNITIES

DESIGN PRACTICAL SOLUTIONS

DELIVER MEASURABLE IMPACT

Less Theory. More Practice. Real Impact.

1–2 DAYS | **TAILORED CORPORATE WORKSHOPS**

WORKSHOP OVERVIEW

Less theory. More practice. Real impact.

Turn Business Challenges into Practical Improvements.

A tailored, hands-on engagement helping organisations tackle real business challenges, improve services, redesign processes and develop better ways of working.

Unlike a conventional training course, these workshops are designed around your organisation's priorities, operating environment and specific challenges. Participants collaborate using practical methods from UCD, Situation-Centred Design, service design, business analysis, AI and organisational transformation.

The emphasis is on understanding the current situation, uncovering underlying problems and shaping practical resolutions that balance user needs, business objectives, technology and operational feasibility.

AT A GLANCE

FORMAT	One-day focused workshop or two-day extended engagement
DELIVERY	Live online; optional on-site or hybrid
APPROACH	Facilitated investigation, analysis, design and decisions
OUTPUT	Agreed, tangible recommendations and next steps

WORKSHOP STRUCTURE

Understand. Challenge. Discover.

DAY 01 / Core workshop

Define the challenge, objectives and desired outcomes. Investigate stakeholder and user needs, current services, processes and dependencies. Identify inefficiencies, constraints, pain points and root causes. Challenge assumptions and explore opportunities for service improvement, AI, automation and organisational change.

Practical output: shared situation assessment, current-state findings and prioritised improvement opportunities.

DAY 02 / Extended workshop

Generate alternative resolutions and future-state concepts. Redesign journeys, services, processes or workflows. Explore AI-enabled opportunities, assess business value and feasibility, test assumptions, identify risks and dependencies, and agree priorities, responsibilities and measures of success.

Practical output: future-state proposal, recommended resolutions and prioritised action plan.

FLEXIBLE BY DESIGN

The one-day format concentrates on diagnosis and opportunity identification. The optional second day deepens solution design, validation and implementation planning.

FOUR APPLICATION AREAS

Methods selected for your challenge.

01 Understanding business situations and challenges

Use human-centred and situation-centred thinking to explore stakeholder needs, constraints, service relationships and dependencies.

02 Improving services, processes and experiences

Apply journey mapping, service blueprinting, process analysis, pain-point identification and future-state design.

03 AI opportunities and business adaptation

Evaluate where AI, agents and automation can improve productivity, knowledge, decisions and service quality while considering risk and oversight.

04 Designing resolutions and making change happen

Develop balanced improvement proposals, compare alternatives, prioritise actions and define measurable outcomes.

OUTCOMES & DELIVERABLES

Leave with decisions, not just ideas.

01 Develop a shared understanding of a real business or service challenge.

02 Investigate multiple stakeholder perspectives and distinguish root causes from symptoms.

03 Apply UCD, SCD and service design methods to practical problems.

04 Identify service, process, customer-experience and AI improvement opportunities.

05 Generate and evaluate feasible alternative resolutions.

06 Collaborate across business, design, delivery and technology teams.

07 Prioritise actions by value, feasibility and impact and agree next steps.

PRACTICAL WORKSHOP DELIVERABLES

Depending on the agreed scope, outputs may include a problem definition, current-state journey or process map, stakeholder and dependency analysis, prioritised opportunities, AI opportunity assessment, future-state service or workflow concept, and implementation action plan.

A brief workshop outcomes summary is included. Detailed research, extensive documentation, design or implementation planning can be commissioned separately.

BOOKING & COMMERCIAL DETAILS

Clear pricing for 1- or 2-day workshops.

STANDARD ONLINE FEE	1 day: £1,495 | 2 days: £2,795 (first 5 participants included)
ADDITIONAL SEATS	1 day: £125 each | 2 days: £195 each (seats 6–15)
MAXIMUM ONLINE FEE	1 day: £2,745 | 2 days: £4,745 (15 participants)
UK ON-SITE SUPPLEMENT	1 day: £400 | 2 days: £750
HYBRID SUPPLEMENT	2 days: £950 | 1-day rate not specified; confirm before booking
PARTICIPANTS	First 5 included in base fee; maximum 15 from one organisation
CROSS-SALES	Can be booked alone or after a core course. Standard corporate discounts apply where eligible; discounts do not stack.
TARGET AUDIENCE	Business leaders, service owners, delivery managers, transformation teams, UCD specialists, analysts and operational teams
REQUIRED EXPERIENCE	No previous UCD, SCD or AI experience required; knowledge of your organisation’s challenges is helpful

Included: initial scoping, light contextual tailoring, facilitated exercises, workshop materials, brief outcomes summary and attendance certificates.

Additional bespoke requirements only: substantial custom preparation, organisation-specific research, custom content or detailed recommendations are separately scoped and quoted (typically £500–£1,500 for additional design work).

Prices exclude VAT where applicable. Travel, accommodation and venue costs are additional. International on-site delivery is individually priced.