



# Perspectives 2018

## INVEST IN LEADERSHIP

June 11 – 12, 2018

### Closing Keynote: Design Thinking

Brock Hart ,  
Co-Founder and CEO, Overlap Associates



#### Overlap Associates

Overlap is Canada's leading Design Thinking Agency. We bring empathy into organizations to effect system-wide transformations. Overlap works closely with organizations to gather qualitative data and meaningful insights to better understand the experiences and needs of stakeholders. Organizations use this information to design solutions that actually make things better for people. At Overlap, we work with organizations across Canada, the United States, and around the world to get to better.

#### Brock Hart, CEO

As Co-Founder and CEO of Overlap since its inception in 2011, Brock is passionate about the power of human-centred design to make things better. Asking the question, "Why?" is always his starting point. He is a trusted advisor to organizations and leaders across sectors who are ready to radically change and achieve true transformation. Adept at bringing people together around big ideas, Brock is a visionary thinker and an extraordinary facilitator. Brock has led transformative sessions with notable leaders including Stephen Lewis, Justice Murray Sinclair, and the Governor General His Excellency the Right Honourable David Johnston.

#### Testimonials

"Overlap's Design Thinking approach has had a profound effect on our understanding of those we serve and on our organizational culture. Design thinking as practiced by Overlap places the highest value on the needs and insights of the end user. This uncompromising focus on the person receiving service fuels the passion that staff and decision makers have for making a difference in the lives of people." – Fred Wagner, Executive Director, Canadian Mental Health Association Waterloo Wellington "The facilitation process used by Overlap was remarkably effective. Their creative approach was engaging and allowed for all members of our team to have a voice throughout the process. As many of the topics on the agenda had previously been discussed without resolution, we were pleased to find that we had genuinely moved forward in our conversations." –Stephen Lewis, Co-Director, AIDS Free World