

# Design Thinking

## *Innovation by Design*



Focus on: **The Manager** ☒ **The Specialist** ☒ **Spotlight Programme** ☐ **Hands-on Skills** ☐

### Course Overview

What makes innovative companies innovative? Companies such as IDEO, Apple, Tesla, Google, develop and bring to market a steady stream new and innovative products and concepts. Is innovation based on luck or is there an underlying methodology, organisations can use to build a "systemically" innovative culture?

Design Thinking is the methodology of innovation. Based on the practices that fuel innovation researched and developed by IDEO, Apple, Frog Design and the Stanford University Design School, Design Thinking is the methodology increasingly being used by some of the world's leading organisations to drive innovation and solve some of the most intransigent problems.

Whether focussed on the development of new products and services, address strategic, operational or organisational issues, or social problems, Design Thinking will revolutionise the way you perceive and resolve these issues.

Embedding Design Thinking as an organisational process will establish innovation as a core part of the culture and "business as usual" practices.

This intensive two-day program based on the Stanford University d.School program will provide participants with a solid working knowledge of the key elements of the Design Thinking methodology, supporting tools and techniques. Upon completion, participants will be able to immediately apply Design Thinking approaches to their own situations and organisations, and plan for how to embed this type of thinking to drive innovation.

Course Objectives		This Course is Ideal For:	
1	The role of innovation for individuals, organisations and society;	✓	Senior Executives, Vice Presidents and General Managers;
2	The 5-Stage Design Thinking Stanford d.School process;	✓	New Product/New Service Development Managers and Professionals;
3	Tools and Techniques to support Design Thinking, such brainstorming, affinity diagrams, prototyping, experimentation etc.;	✓	Business Improvement/Operational Excellence Manager and Professionals;
4	"Hands on" application case studies to provide application and skills practice opportunities;	✓	Organisational Development Managers and Staff;
5	Problem solving through Design Thinking;	✓	Human Resource Managers and Staff;
6	Application of Design Thinking to other areas such as strategy, social issues, organisational and operations issues.	✓	Operations Managers, Professionals and Staff;
Course Content			
Day	Theme	Coverage	
1	Foundations of Design Thinking	<ul style="list-style-type: none"> <li>Introduction to Design Thinking</li> <li>Understanding the Design Thinking Process</li> </ul>	

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		<ul style="list-style-type: none"> <li>• Real-world case studies showcasing successful applications</li> <li>• Hands-on activities to develop empathy and define problem statements</li> <li>• Team-building exercises to foster collaboration</li> </ul>
2	Defining Opportunities and Ideation	<ul style="list-style-type: none"> <li>• Defining Opportunities</li> <li>• Techniques for generating creative ideas</li> <li>• Brainstorming and ideation exercises</li> <li>• The ideation process</li> </ul>
3	Prototyping and Experimentation	<ul style="list-style-type: none"> <li>• Storyboarding</li> <li>• Prototyping</li> <li>• Testing and Running Experiments</li> <li>• Incorporate Feedback and Iterate</li> </ul>
4	Design Thinking in Action	<ul style="list-style-type: none"> <li>• Innovation and Design Thinking</li> <li>• Running and Implementing a Design Thinking Project</li> <li>• Lean Start-Up Concepts</li> <li>• Launching and Scaling</li> </ul>
5	Implementing Design Thinking in Your Organization	<ul style="list-style-type: none"> <li>• Strategies for introducing and sustaining design thinking in your organisation</li> <li>• Overcoming common challenges to implementing design thinking</li> <li>• Innovation and Design Thinking Case studies</li> </ul>

Course Assessment	Certification
<b>Participants will be assessed on:</b> Participation in sessions Completion of exercises & case studies Performance in assessments	Upon successful completion of the course, participants will receive a <b>Certificate of Successful Completion</b> , along with a <b>Transcript of Marks</b> showing the performance by grade in each element of assessment and overall.

Course Instructor
<p>This speaker is a Management Educator and Consultant with extensive experience teaching MBA, Executive Education and Management Development Seminars and as a hands-on practitioner.</p> <p>He has worked all over with world from Australia to the US, the Middle East, the UK, Western Europe and Asia, and always with a focus on achieving Business and Operational Excellence.</p> <p>He is internationally recognised as a specialist in Operations Management and Business Performance Improvement, along with Statistical and Quantitative Methods, Project Management, Quality Management, Managing Innovation and e-Business.</p>