



# ADVANCED DESIGN THINKING

## Program Overview

Tackle your most complex challenges with creative problem solving

You've mastered the basics with Introduction to Design Thinking—now take your problem-solving abilities to the next level by learning the art and science of co-creation. Co-creation is considered by some industry leaders as the pinnacle of human-centered design. It involves collaborating with your stakeholders or end users to achieve creative solutions – together. Participants taking Advanced Design Thinking should have demonstrated mastery of design thinking techniques by successfully completing the prerequisite of Introduction to Design Thinking.

In our immersive Advanced Design Thinking course, you'll take your creativity to the next level by learning the best practices for co-creation. Work with industry-peers in an advanced learning environment and acquire new ways to further unlock your team's creative potential. This course is for individuals who have previously taken an introductory design thinking course and want to further develop their skills.

The prerequisite for this course is Introduction to Design Thinking. Advanced Design Thinking is the second course required to earn the Executive Certificate in Design Thinking for Innovation.

## Program Agenda

	DAY 1	DAY 2	DAY 3
<b>MORNING SESSION LIVE</b>	<p><b>DISCUSSION:</b> THE ART AND SCIENCE OF CO-CREATION</p> <p><b>INTRODUCTION TO THE DESIGN CHALLENGE</b></p> <p><b>TEAMWORK:</b> IN-DEPTH INTERVIEWS WITH CO-CREATORS</p> <p><b>TAKEAWAYS AND REFLECTION</b></p>	<p><b>DISCUSSION:</b> ETHICAL CO-CREATION</p> <p><b>REVIEW:</b> EMPATHY, DEFINE, IDEATE, PROTOTYPE AND TEST PHASES</p> <p><b>TEAMWORK:</b> PREPARATION FOR AND FACILITATION OF CO-CREATION SESSIONS</p> <p><b>TAKEAWAYS AND REFLECTION</b></p>	<p><b>DISCUSSION:</b> KEY CONSIDERATIONS FOR CO-CREATION: TOOLS AND RESOURCES FOR PRACTITIONERS</p> <p><b>TEAMWORK:</b> PREPARATION FOR AND FACILITATION OF CO-CREATION SESSIONS</p> <p><b>TEAMWORK:</b> FINAL PROTOTYPING/ TESTING ROUNDS AND REFLECTIONS</p>
<b>LUNCH AND AFTERNOON PREPARATION</b>			
<b>AFTERNOON SESSION LIVE</b>	<p><b>TEAMWORK SESSIONS</b></p> <p><b>OPTIONAL AFTERNOON SPECIAL TOPICS DISCUSSIONS AND COACHING</b></p>	<p><b>TEAMWORK SESSIONS</b></p> <p><b>OPTIONAL AFTERNOON SPECIAL TOPICS DISCUSSIONS AND COACHING</b></p>	<p><b>TEAMWORK:</b> FINAL PROTOTYPING/ TESTING ROUNDS AND REFLECTIONS</p> <p><b>OPTIONAL AFTERNOON SPECIAL TOPICS DISCUSSIONS AND COACHING</b></p>