

Design Thinking for Innovative Problem Solving

Revolutionize your problem-solving skills.

Now more than ever, leaders recognize the value of creativity and its role in organizational successes. Enter design thinking— a human-centered process utilized by many of today’s most creative and competitive organizations. With an emphasis on research, ideation and prototyping, design thinking helps teams leverage their collective expertise to achieve innovative solutions to challenging problems. Leaders will work in teams to solve a complex problem while applying the entire design thinking process. This seminar is unique in that it embraces multiple academic perspectives (design and design theory, organizational behavior and social psychology) to provide participants with a rich, hands-on learning experience. The overarching goal is to provide leaders with the skills and knowledge they need to use design thinking in their own teams and organizations.

Who should attend

Innovative problem solving, understood in theory and practice, can drive greater success in any organization. This seminar best serves individuals who participate in teams of any size as well as leaders who want to incorporate design thinking into their core methodology. This unique experiential learning opportunity teaches participants how to leverage diversity in experience, expertise, and work styles.

Investment

- \$3,800 for the 3-day course
- 20% discount to JHU and JHHS employees
- JHU employees may use tuition remission for the program

Location

Locations may vary. Please check the registration details and your email for location.

Register today: carey.jhu.edu/exec-ed
410-234-9363 | carey.execed@jhu.edu



carey.jhu.edu



JOHNS HOPKINS
CAREY BUSINESS SCHOOL

Design Thinking for Innovative Problem Solving

Course Agenda

Day 1	Agenda
9:00 AM -10:30 AM	Lecture/Discussion (Live class)
10:30 AM- 11:15 AM	Break* + Team Challenge Work
11:15 AM – 11:30 AM	(Live class) Coordination Among Teams
11:30 AM – 12:30 PM	In-Depth Interview with Design Partner (Live class)
11:30 AM – 12:00 PM	Independent Work Introduction to the Design Challenge
12:30 PM – 12:45 PM	Discussion (Live class) Final Thoughts
12:45 PM – 1:45 PM	Lunch
1:45 PM – 2:45 PM	Main Session/Team Breakout Rooms (Live class) Continued Team Challenge Work
2:45 PM – 5:00 PM	Break*
2:45 PM – 4:00 PM	Optional 15-Minute Individual Coaching Sessions with Anna
4:15 PM – 5:00 PM	Discussion (Live class) Optional Special Topic Discussion

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Course Agenda

Day 2	Agenda
9:00 AM -10:00 AM	Lecture/Discussion (Live class)
10:00 AM- 10:15 AM	Break*
10:15 AM – 11:15 AM	Lecture/Breakout Rooms (Live class) Personas
11:15 AM – 12:15 PM	Lecture/Breakout Rooms (Live class) Rose, Bud, Thorn/ Affinity Clustering
12:15 PM – 1:15 PM	Lunch
1:15 PM – 2:15 PM	Lecture/Discussion (Live class) Summary Diagramming
2:15 PM – 2:30 PM	Discussion (Live class) Reflection and Afternoon Rundown
2:30 PM – 3:15 PM	Optional 15-Minute Individual Coaching Sessions with Anna
2:30 PM- 5:00 PM	Main Session/Team Breakout Rooms (Live class) Continued Team Challenge Work
3:20 PM – 5:00 PM	Optional Team Coaching Sessions

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Course Agenda

Day 3	Agenda
9:00 AM -10:00 AM	Lecture/Discussion (Live class)
10:00 AM- 10:15 AM	Break*
10:15 AM – 11:45 AM	Lecture/Breakout Rooms (Live class) 'How Might We and Brainstorming'
11:45 AM -12:45 PM	Lunch and Optional Team Challenge Work
12:45 PM- 1:45 PM	Breakout Rooms (Live class) Prototyping and Testing Part I
1:45 PM – 2:00 PM	Breakout Rooms (Live class) Prepare for Testing Part II
2:00 PM- 3:00 PM	(Live class) Testing Part II with Design Partner
3:00 PM – 3:15 PM	Main Session (Live class) Final Debrief
3:15 PM – 4:15 PM	Optional 15-Minute Individual Coaching Sessions with Anna
4:15 PM – 5:00 PM	Optional Special Topic Discussion II

*Please note that break times may adjust to accommodate for lecture and discussion flow
Live Zoom sessions and all course participants are expected to be present