



INTRODUCTION TO DESIGN THINKING

Program Overview

Revolutionize your problem-solving skills

Design thinking, a human-centered approach utilized by many of today’s most creative and competitive organizations, helps teams from various industries and backgrounds produce the innovative solutions to compete in today’s dynamic world of work.

In our Introduction to Design Thinking course, learn how to leverage research, ideation, and prototyping to tackle even the hardest business challenges. Collaborate with industry peers and explore creative approaches to problem solving, while learning the basics of design thinking methodology.

This unique course embraces multiple academic perspectives (design and design theory, organizational behavior, and social psychology) to provide participants with a rich, hands-on learning experience where they attempt to solve problems from real-world business scenarios. This course is for any professional who wants to bring innovative thinking into their organization.

Introduction to Design Thinking can be taken as a standalone course or as a prerequisite for the Executive Certificate in Design Thinking for Innovation.

Program Agenda

	DAY 1	DAY 2	DAY 3
MORNING SESSION LIVE	<p>INTRODUCTION TO DESIGN THINKING</p> <p>DISCUSSION: EMPATHY PHASE</p> <p>INTRODUCTION TO THE DESIGN CHALLENGE/ DESIGN PARTNER INTERVIEW</p>	<p>DISCUSSION: EMPATHY PHASE</p> <p>TEAMWORK: EMPATHY METHODS AND TOOLS</p> <p>DISCUSSION: DEFINE PHASE</p> <p>TEAMWORK: DEFINE METHODS AND TOOLS</p>	<p>DISCUSSION: PROTOTYPING AND TESTING PHASES</p> <p>TEAMWORK: PROTOTYPE TOOLS AND BUILDING</p>
LUNCH AND AFTERNOON PREPARATION			
AFTERNOON SESSION LIVE	<p>INTRODUCTION TO THE DESIGN CHALLENGE/ DESIGN PARTNER INTERVIEW (CONTINUED)</p> <p>TEAMWORK: EMPATHY METHODS AND TOOLS</p> <p>TAKEAWAYS AND REFLECTION</p>	<p>TEAMWORK: DEFINE METHODS AND TOOLS</p> <p>DISCUSSION: IDEATION PHASE</p> <p>TEAMWORK: IDEATION METHODS AND TOOLS</p> <p>TAKEAWAYS AND REFLECTION</p>	<p>TEAMWORK: PROTOTYPING AND TESTING PREP</p> <p>FINAL TEAM TESTING PRESENTATIONS</p> <p>LOOPING, TAKEAWAYS AND FINAL REFLECTION</p>