ADVANCED DESIGN THINKING

Creative problem solving to tackle your most complex challenges

You’ve mastered the basics—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 the Advanced Design Thinking should have demonstrated mastery of design thinking techniques by successfully completing the prerequisite of Design Thinking for Innovative Problem Solving.

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.

WHO SHOULD ATTEND

- Professionals at all levels seeking to explore the possibilities of co-creating innovative solutions with key stakeholders
- Individuals looking for a fresh problem-solving perspective
- Rising managers who want to improve the efficacy of the health care industry

TUITION

$3,800 for the 3-day course
20% discount to JHU and JHHS employees $2,560
JHU employees may use tuition remission for the seminar

LOCATION

Baltimore Harbor East

FACULTY

Sharon Kim is a faculty member and the Director of Innovation & Human-Centered Design at the Carey Business School. She holds a PhD in Organizational Behavior from Cornell University. Sharon has expertise in the psychology of creativity. Her academic research has been featured in popular media outlets including Harvard Business Review, Wall Street Journal, and Fast Company. She teaches design thinking and provides innovation consulting to leaders in Fortune 100 companies and international health NGOs.

Laurie Churchman is the principal of Designlore. She has 25+ years of corporate and non-profit design experience recognized by AIGA, Communication Arts, Creativity, and How Magazine. She brings design to community and civic challenges in Philadelphia, as well as, teaches design and theory at MICA and Jefferson University. She was named an AIGA Fellow in 2009. Laurie has a BS from UD, an MFA from Yale and completed AIGA/Harvard Business School Design Leaders program.
# ADVANCED DESIGN THINKING

## Course Agenda

### DAY 1

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
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<tr>
<td>8:30AM-9:00AM</td>
<td>REGISTRATION AND BREAKFAST</td>
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<tr>
<td>9:00AM-12:00PM</td>
<td>MORNING SESSION</td>
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<tr>
<td>12:00PM-1:00PM</td>
<td>LUNCH AND AFTERNOON PREPARATION</td>
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<tr>
<td>1:00PM-4:00PM</td>
<td>AFTERNOON SESSION</td>
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#### MORNING SESSION
- Review of Design Thinking
- Co-Creation as Advanced Design Thinking
- Introduction to the Design Challenge

#### AFTERNOON SESSION
- Team Planning Session I
- Co-Creation Session I
- Discussion and Reflection

### DAY 2

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#### MORNING SESSION
- Special Topics Discussion
- Team Planning Session II

#### AFTERNOON SESSION
- Co-Creation Session II
- Discussion and Reflection

### DAY 3

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#### MORNING SESSION
- Special Topics Discussion
- Team Planning Session III

#### AFTERNOON SESSION
- Co-Creation Session III
- Team Presentations to Panel
- Discussion and Final Reflection