



## DESIGN THINKING AND INNOVATION PROGRAM

### Purpose:

To provide front line, middle managers, and senior managers with an immersive developmental experience that will:

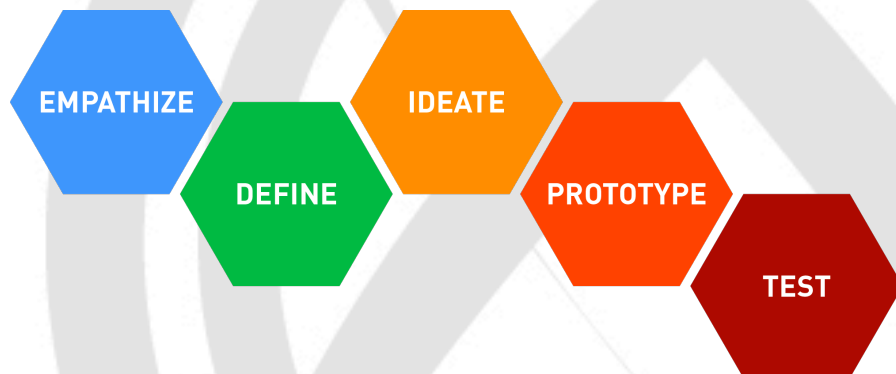
- Build increased confidence in participants' ability to think and act creatively

### Goals:

- Provide participants with a high-impact developmental program that immerses them in "learning by doing"
- Provide tools for creating new products, services, business strategies, and customer experiences
- Engage participants in a new way of interacting with internal and external customers to discern their wants and needs

### Program Format:

- Based on the groundbreaking design thinking approach and program created by the Stanford University Design School, the Design Thinking and Innovation Program exemplifies "learning by doing." We have found that engaging in projects provides a much richer learning experience than listening to a "talking head" does. Our bias is to provide limited scaffolding to allow participants to **do**, and then to facilitate a reflection that invites the participants themselves to extract the meaningful learning opportunities from the experience.
- The program is taught in teams because this approach tends to create a conversation in the classroom, as opposed to the one-way communication that often transpires in more lecture-driven formats. We thrive on diversity of thinking, from both faculty and participants, because the different perspectives that emerge during a program provide powerful insights and learning opportunities.
- The program focuses on learning and thinking modes that are sure to generate new and surprising learning. Some of the key principles addressed in the program are depicted below.



### Program Duration:

- The typical program is conducted in 2- or 3-day workshops.

### Class Size:

- Experience has taught us that the program has the greatest impact with groups of 12 – 16 participants, from the same organization, all working on a common problem or challenge. However, it is an extremely flexible design that can be utilized with smaller or larger groups.

### Program Fee:

- Off-the-shelf 2-day program, as designed - \$10,000; 3-day program, as designed - \$15,000
- Customized workshops available; please contact us for an estimate