

1 DAY DESIGN THINKING

Executive Retreat

Workshop Goals:

Introduce a design thinking methodology.

We will introduce the high-level process of ethnographic research, interpretative synthesis, and prototyping as a fundamental way of doing business, and will ground this methodology in case studies and examples.

Provide working vocabulary about design thinking. Through hands-on explorations, the team will learn about the different methods designers use to frame, understand, and solve complex problems.

Identify ways that the company, teams, and culture can be transformed and enhanced through a design thinking process. Through facilitated discussion, the team will build a high-level dissemination plan for establishing design thinking governance and helping communicate a design thinking ethos through the company.

9:00am – 9:45am	Introduction to Design Thinking An overview of the methods and approaches leveraged during the design thinking process.
9:45am – 11:00am	Case Study An end-to-end example of how design thinking was successfully used to transform an organization and infuse creativity into their innovations.
11:00am – 12:00pm	Driving Business Value A structured conversation about the relationship between experience, engagement, disruption and business value – and the way design thinking can support these qualities.
12:00pm – 12:30pm	Lunch
12:30pm – 2:30pm	Method Overview An introduction to the methods used during the design thinking process. 15 minutes per method, describing how it's used, what it produces, and why it's valuable.
2:30pm – 3:30pm	Selling Design Thinking A discussion on how to describe the value of a design thinking approach to external and internal stakeholders, and to clients and customers.
3:30pm – 4:30pm	Creative Talent and Creative Culture A description of the business policies and structures that are necessary to foster creative thinking, attract and retain creative talent, and drive a design-thinking approach from the top-down.
4:30pm – 5pm	Closing Discussion