

▶▶▶ DESIGN THINKING FOR BUSINESS INNOVATION

Solve complex problems to drive innovation.

Shift the mindset of your organization to embrace creativity as a business competency. This course provides you with frameworks to build new customer-centric solutions to problems that meet real-world needs in ways you never imagined. By learning a staged approach to problem solving, you will build upon innovation and creativity to stay ahead of the competition.



THIS COURSE IS IDEAL FOR...

- Managers who need to inspire creativity and innovation in their teams
- Leaders who wish to bring their businesses to the cutting edge of innovative problem solving
- Executive teams looking to accelerate the adoption of innovative thinking in their organization
- Teams of three to five people seeking to collaborate on an action plan together (discounts available for teams of 3 or more)



HOW YOU WILL WORK SMARTER:

- Understand the concept of Design Thinking (DT), including what it is, how it has had impact, and how it can be applied
- Build skills and experiences in the steps of design thinking (empathy, define, ideate, prototype, and test)
- Delve into the value of “team” - especially the importance of diversity in identifying the right problem areas and solutions



COURSE DETAILS:



COURSE **INVESTMENT**



NUMBER OF **SESSIONS**



NUMBER OF **HOURS**



FACULTY:



Scott Sanchez
Affiliate Faculty



CERTIFICATES THIS COURSE WILL HELP YOU EARN:

+ Business Excellence + Roberto C. Goizueta Leadership + Strategy & Innovation

Course Schedule

Day 1

Welcome and Introductions

Innovation and Design Thinking
Hear It and Do It Team Exercise

Lunch

Do It Again Real World Exercise
Debrief of the Experience

Day 2

Do it Again Real World Exercise (Continued)

Lunch

Apply It to Your Job with Best Practices
and "I Will" Statements

Take It Home and Wrap-Up

Learning Objectives

- Discuss and define innovation as a repeatable business discipline
- Understand what Design Thinking means
- Explore empathy as a driver of innovation
- Build functional knowledge of the principles of design thinking
- Participate in an interactive, team-based exercise to solve real-world problems outside the classroom
- Use Design Thinking principles to engage the people, understand needs, ideate possible prototypes, and test the concepts
- Debrief the exercise to identify those pieces that can be applied back on the job
- Discuss best practices from organizations who execute Design Thinking processes well

Course and Certificate Registration

There are three ways to register:

Register:

Register online on the Emory Executive Education website:
<https://goizueta.emory.edu/executive-education/short-courses/design>

Send an email to:

executiveeducation@emory.edu

Call Emory Executive Education:

404-727-6270