



# Design Thinking & Innovation

Design thinking is a design-based approach to innovation that helps organisations identify, define and solve the problems facing their customers and other stakeholders, on a day-to-day basis. During this masterclass, participants will gain a greater understanding of the different modes of thinking, skills, methods and toolkits used in design thinking. They will learn how these can be implemented within the organisation to tackle strategic projects where there is a high degree of uncertainty regarding goals and intended outcomes. The session will cover the theoretical frameworks underlying the design thinking approach, and discuss iconic case studies that reflect the impact of design thinking in the public and private sectors. It will also incorporate practical exercises that explore the high level of stakeholder engagement, iterative learning loops, low-cost prototyping and testing that characterise this approach to innovation.

## *Recommended audience*

This masterclass is designed for leaders and managers who want to:

- Taking part or looking to take part in innovation processes
- Working closely with in-house or external designers
- Working closely with end-users and other stakeholders of the organisation's products or services

## *Key benefits*

By the end of this masterclass, participants will be able to:

- Use design thinking tools to identify and define problems affecting their organisation's stakeholders
- Leverage existing organisational resources to engage in a design thinking process that yields innovative solutions

## *Topics to be covered*

- Origins of the design thinking approach
- The design thinking methodology
- Identification of users' needs
- Insights and the Point of View statement
- Low-cost prototyping tools and techniques
- User testing
- Iteration and learning loops

## *Length of session*

One full-day of combined short interactive lectures and group discussions

