DESIGN THINKING FOR EXECUTIVES: From Problem Solving to Innovation

Business Experts and economists believe that innovation is necessary in every aspect of business — and that it can be taught. Design Thinking: From problem solving to Innovation offers executives the chance to learn design thinking — a human-centered, prototype driven process for innovation that can be applied to product, service, and business design.

This unique program offers an extraordinary hand s-on learning experience that will enhance participants' ability to solve business problems and drive innovation across their organizations. It will make you up designing yourself and your businesses in an entire different way figuring out the risks, problems and creating value streamed opportunities entirely based on the customer requirement taking in account their emotional needs using design thinking tools.

CONTENT OVERVIEW

The focus of Design Thinking program is the implementation of powerful behaviors of innovation. Participants are part of a small multidisciplinary team that works collaboratively through a hands-on innovation challenge from start to finish. Participants leave the program with a strong understanding of the key principles and tactics of design thinking and the ability to execute them to drive innovation in their own organizations. To gain substantial and lasting impact from the program, participants will leave with an action plan, as well as a guide outlining the tools and methods taught during the program.

Design Thinking draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be, and to create desired outcomes that benefit the end user (the customer). A design mindset is not problem-focused; its solution focused, and action oriented. It involves both analysis and imagination.

WHO ….. ???

This program is designed for executives and entrepreneurs who are responsible for tackling strategic challenges in their organizations, whether developing offerings for the marketplace or designing initiatives for internal constituencies. Appropriate participant titles include: chief executive officer, chief operating officer, chief of insights, director of research & development, and vice president of product management.

Members of a team are welcome to apply to participate in the program together — each participant should submit an individual application, footnoted with the names of other team members.

WHERE …..???

We are located in the dream land ISTANBUL, TURKEY so initiating from here to make you enjoy the fascinations of its beauty in all respects and feel the diversification of design thinking well established in businesses across cultures.

INNOVATIVE SOLUTIONS BY DESIGN

As part of this year's program, participants will work together to identify real business world problem and will develop new, innovative solutions for a specific business challenge. Working in interdisciplinary teams, participants will:

- Conduct interviews of key management personnel
- Conduct interviews of customers and other stakeholders
- Develop ideation, design, prototyping, and iteration of new procedures and experiences
- Present proposed models to management
- Participants will find the practical skills gained in the program, as well as the foundations of design thinking to be applicable across all industries.

"I truly enjoyed how fast everything moved, and how the lectures were interspersed with practical exercises. Upon returning to my organization I was able to train all of my organization leaders and product development managers on design thinking, and we started using the framework immediately to drive innovation and problem solving."

Michael Alexin | Vice President, Product Design and Development | Target

KEY TAKE AWAYS …..?

While learning to be a good designer takes years, non-designers can learn to think like a designer and apply these skills to leadership and innovation. Hands-on innovation challenges will guide you through a design thinking process from start to finish. Acquire skills to better lead unique and winning projects, learn by doing and bring back actionable tools to your team to unleash their creativity

- Develop the discovery skills that make up the Innovator's DNA and optimize your ability to innovate
- How to connect more deeply with customers to uncover opportunities for innovation
- Transform insights and data into actionable ideas
- Explore the tool-sets and skill-sets used by designers: empathy for your customers, idea generation, critical thinking, aesthetic ways of knowing, problem-solving, rapid-prototyping and collaboration.
- Develop a wide variety of concepts for products, services, experiences, messages, channels, business models, or strategies.
- Create and implement new solutions that create value for your customers, faster and more effectively.
- Learn how to quantify a value proposition, develop the key selling arguments, and deliver an affective sales pitch

DESIGN THINKING IS A CREATIVE PROCESS WHICH FOSTERS INNOVATION & HELPS BUILDING UP OF IDEAS

do differently

- Frameworks for developing deep consumer insights
- Different problem solving techniques
- Understanding of how to reduce risk and accelerate learning through rapid prototyping
- New approaches to drive toward innovation, not just incremental growth
- Strategies and tools to empower innovation in employees

ROAD MAP of EVENT

TIME	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
	DISCOVERY	INTERPRETATION	IDEATION	PROTOTYPING & EXPERIMENTATION	EVALUATION
9:00 AM	introduction	telling stories	mind mapping		elevator pitch
10:00 AM	Innovation & Design Thinking Journey	searching for meaning	generating ideas (divergent thinking)	fast prototyping (MINIMUM VIABLE PRODUCT)	evaluate learning
11:00 AM	team building challenge	brain storming (how might we statements)			identify success indicators
12:00 PM	Journey mapping, empathizing		unravelling business models		define potential scale up
1:00 PM	LUNCH BREAK				
2:00 PM	problem definition (5 WHY), gathering inspiration	pattern finding	refining ideas (convergent thinking)	getting feed back (customer validation)	preparing presentations
3:00 PM	understand and observe, location and field research	framing opportunities			
4:00 PM					FINAL PRESENTATION

RE-search Primary & Secondary

Define
THE BRIEF

iDEATE

PrototYPE
DOES THE IDEA WORK

SELECT

IMPLEMENT

LEARN

DESIGN THINKING