

Design Thinking Workshop: For Executives Seeking New Innovation Perspectives

Date: 21 August, 2014, 9 - 16 h

Registration deadline: 14, August 2014

No. of participants is limited to 30

Workshop fee per person

490 CHF incl. catering & workshop material

390 CHF if more than one person of the same company

Registration

www.uni.li/entrepreneurship

Facilitators

Prof. Dr. Larry J. Leifer

Professor of Mechanical Engineering

Founding Director, Center for Design Research, Stanford University

Prof. Dr. Sara Beckman

Faculty Director, Management of Technology Program

Haas School of Business, University of California at Berkeley

Content overview

Design Thinking from insights 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 approach integrates the human point of view with what is technologically feasible and economically viable. It allows people who are not designers to apply creative tools to tackle a huge range of challenges.

Emphasis is put on the application of Design Thinking for product- and business model development. With Prof. Dr. Larry Leifer, who is one of the developers of Design Thinking, and the internationally recognized innovation expert, Prof. Dr. Sara Beckman, the participants will experience the concept in an interactive way. Creative confidence is built through doing, so the executives in this workshop will roll up their sleeves. By means of self-chosen, real-world business issues, the Design Thinking workshop will become an unique experience that will inspire the participants' own innovation process.



Target audience

This workshop is designed for executives who in charge of developing the business and innovation strategy, product strategies as well as product engineering. We also welcome members of an innovation team to apply for participation in the workshop together. The workshop addresses both executives of established companies and founders and team members of innovation driven Start-ups. Appropriate participant titles include Chief Executive Officer, Chief Technology Officer, Director of Research & Development, Vice President of Product Management, President / Member of the Board of Directors.

The workshop is executed in English.

Schedule

Morning session I

Engineering Design Thinking
Presentation & Cases

Morning session II

Physical prototype of the "critical user"
Cross-briefing

Lunch

Afternoon session I

Business Design Thinking
Presentation & Cases

Afternoon session II

Business model prototyping
Cross-briefing

Late afternoon

Key take aways

Information

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