

**REFRAME YOUR
INNOVATION
CHALLENGE**

DESIGN THINKING WORKSHOP

Photo: Paul Kozlowski

- **Prof. Dr. Sara L. Beckman**, Haas School of Business, University of California, Berkeley
- **Prof. Dr. Larry J. Leifer**, Center of Design Research, Stanford University

FOR EXECUTIVES SEEKING NEW INNOVATION PERSPECTIVES

DESIGN THINKING WORKSHOP

- **Drive Toward Innovation, Not Just Incremental Growth**
- **Accelerate Learning Through Rapid Prototyping**
- **Develop A Customer-Centered Business Perspective**

AUGUST 21, 2014

- 9.00 – 16.00 h
- University of Liechtenstein

WITH

- **Prof. Dr. Sara L. Beckman**
Haas School of Business
University of California, Berkeley
- **Prof. Dr. Larry J. Leifer**
Center of Design Research
Stanford University

REGISTRATION DEADLINE

- August 14, 2014

WORKSHOP FEE (PER PERSON)

- 490.- CHF incl. catering & workshop material
- 390.- CHF, if more than one participant of the same company
- **Limited for 30 participants**

REGISTRATION & INFORMATION

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**INSPIRE YOUR
INNOVATION
PROCESS**