

Design Thinking Facilitator Course

—
11-15.11.2019

Berlin



Become a Design Thinking Facilitator!

Who is it for:

The course is addressed to all people interested in acquiring new competences related to design thinking.

In particular:

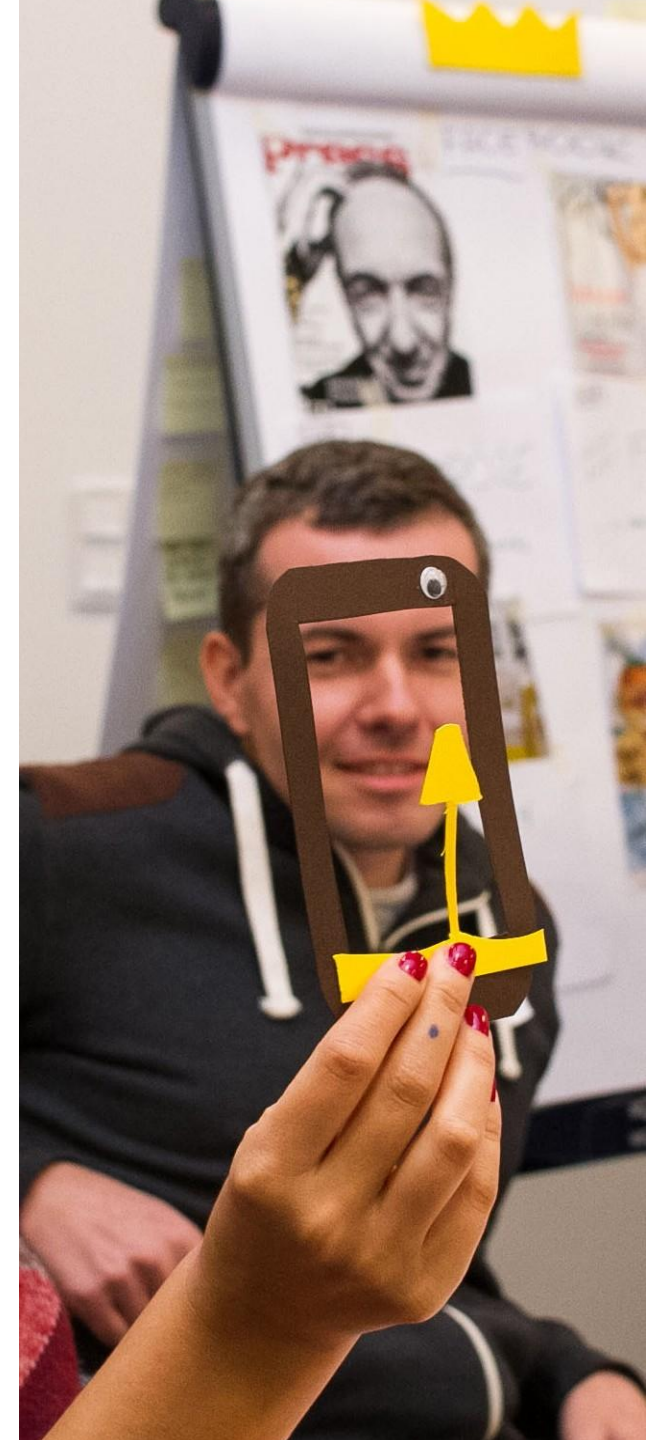
- marketing, sales, HR, R&D, and UX professionals,
- trainers,
- business consultants,
- employees of creative agencies.

What is it:

The Design Thinking Facilitator Course provides an in depth introduction to design thinking in accessible and interesting manner. The sessions are conducted by experienced practitioners from the Design Thinking Institute, who will not only share their knowledge, but will also stimulate your creative thinking. Thanks to the course you will gain competences to conduct workshops and processes using the design thinking method. You will reach a higher level of development, at the same time meeting great people!

Trainer

Katarzyna Gliszczyńska,



Schedule

Day 1:

Basics / History / Design thinking theory

Monday, 11 November 2019, 9:00 - 16:00

Reality is changing faster and faster, but who are we shaping it for? This is the sort of question a designer needs to address. During the sessions you will learn where DT came from and what makes this methodology so effective. You will also have a chance to practice a selection of its key element in a concrete manner. These practices will be centered around the three foundations of Design Thinking: process, space and people.

Day 2:

Empathy: How to walk in the user's shoes? A set of practical tools

Tuesday, 12 November 2019, 9:00 - 16:00

Users of services and products are very different - they use and buy in different ways; they have different values and habits. So what is the easiest way to find their common needs? During the session you will explore specific methods of building valuable deep insights relating to user's behaviours and needs.

Day 3:

Diagnosing needs and generating ideas.

"Creative confidence". More effective brainstorming. Other creative techniques

Wednesday, 13 November 2019, 9:00 - 16:00

After this workshop you will never say "I'm out of ideas" again. Creativity does not have to mean chaos; it can come out of a process involving specific and teachable methods. You will learn where to start and how to stimulate yourself and your team to really activate your creativity. But first you will learn how to accurately diagnose users' hidden needs with the use of proven techniques.

Day 4:

Prototyping and testing. Principles, practical tips, and specific tools.

Thursday, 14 November 2019, 9:00 - 16:00

You can't effectively create innovative services and products without preparing a prototype beforehand. A simple prototype has two fundamental advantages:

1. Working with a prototype, even at very early stages, helps the team to start working instead of just talking.
2. A prototype introduces a new language for the purpose of communication with the customer or user.

You will learn how to build and test prototypes according to different Methods including: storyboards, mock-ups, and physical prototypes.

During the day you will learn how to check what works in prototypes and how to check the potential of a given idea at the testing stage.

Day 5:

Design Thinking Jam "Services of the Future".

Friday, 15 November 2019, 9:00 - 16:00

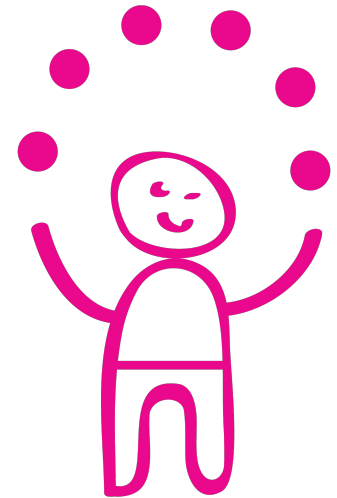
The entire last day is dedicated to a creative workshop, during which we will walk through the entire process of design thinking in practice - from user to solution. We will work on a real business challenge ("What kind of new service will customers fall in love with?") discussing all stages of the DT method: Empathy, Diagnosis of Needs, Idea Generation, Prototyping and Testing. During the Design Thinking Jam participants will work in four teams. Each team will work on a different perspective of people's needs, starting with prepared realistic personas representing users.

Every day you will have a chance to moderate the group to test the acquired knowledge in practice.

Benefits of the 5-day course

How will you benefit?

- You will experience a "deep dive" into the theory and practice of design thinking methodology.
- You will have a chance to try moderating the group by yourself.
- You will go through all the five stages of design thinking method - three times.
- You will have time to incubate knowledge and discover something new for yourself every day.
- You will have ample time to extract the expertise knowledge of the teacher with all your questions and queries.
- You will be able to focus exclusively on design thinking, taking a break from everyday life.



Benefits

What will you gain?

- competences to conduct workshops and processes using the DT method
- tried and tested tools for executing each stage of the DT process
- enhancement of your creative confidence
- the possibility of conducting exercises, moderating and using tools in a group work format
- full set of materials
- certificate issued by Design Thinking Institute
- a one-hour consultation session with our Senior Strategy Expert after the course
- access to a package of case studies and presentations

What will your employer gain?

- an inspirer of change in the company
- a moderator of processes and projects based on the effective design thinking method
- a well-prepared project team leader
- shorter decision-making processes in your team
- verified tools to improve the effectiveness of communication and to provide constructive feedback

Trainer

Katarzyna Gliszczyńska

Katarzyna has been involved in design management for several years and has 15 years of professional experience in sales, marketing, development of new products / brands, and in management of innovative brands and projects - including MAMAMA by Meble VOX - multi-sensory furniture supporting children's development (2010). She is also the creator of Poland first postgraduate course in the field of Food Design.

She has participated in three strategic processes conducted by PARK - Advanced Consulting in Design and Innovation Management.

Between 2009-2015, she worked as a trainer at numerous workshops in such areas as: design thinking, service design, food design, development of new businesses, products, services, events, educational projects, attended by representatives of such Companies as: Coca-Cola, Hochland, Kraft Foods, Zeelandia, Mlekovita, Ikea, Yasumi, Jeronimo Martins, Żabka, Piotr i Paweł, and many more.



Comments from course participants (previous editions)

"A solid dose of knowledge provided in an accessible and interesting manner, classes combined with workshops, working on specific cases. Numerous practical tips essential for moderators' work. A lot of humour and a wonderful atmosphere. Inspiring!!!"

– Agata Jaeger - Jaeger Factory

"Inspiring workshops and a great method for <<mining>> creative ideas and <<stimulating>> thinking. Materials - flawlessly prepared!"

– Małgosia Suracka

"Each day, after 7 hours of work I left the workshops with even more energy than before."

– Robert Jankowicz

"The course was full of examples and exercises that were very illustrative and helped me learn a lot. They dispelled my doubts and questions. Great networking and a chance to learn from other participants' experiences."

– Paulina Goch-Kenawy

"Excellent trainers - attentive to participants' suggestions and needs. Readiness to share knowledge. High level of energy throughout the 5 days! Great materials for prototyping and to take home. Practical examples from case studies, but also from different solutions created as a result of the DT process."

– Basia Jesionowska



Apply now

Place:

Berlin

The price includes:

- all materials required for the workshops
- catering

Private person and other participants: 2 800 EUR net (+23% VAT tax) = 3 444 EUR gross / 1 person

Company from the EU (except Poland): 2 800 EUR net (reverse charge - VIES verified and EU VAT tax) / 1 person

The Course will be held in English

After the completion of the course, participants will receive Certificate issued by Design Thinking Institute

Registration:

designthinkingcourse.eu

Registration:

Joanna Machyńska

+ 48 798 805 436

jm@dt-institute.pl

Available on a first come first served basis (registration + payment).

DESIGN THINKING INSTITUTE

designthinkingcourse.eu





**We teach Design Thinking.
Easily and practically.**

Design Thinking Institute creates programs that help companies to develop new strategies, services and products. Through workshop-based cooperation we set goals, inspire and motivate development.

Design Thinking Institute facilitates strategic change in businesses, along with implementation of innovation and change management. Workshops and processes run by Design Thinking Institute help in effective team-building and introduce a client-centered approach to the company. We have worked on innovation projects for PayU, PWC, IKEA, Lorenz Bahlsen Snack-Word, Leroy Merlin.

Among graduates of our moderator course are managers from companies such as IKES, Santander as well as small companies' employees and independent consultants.



We've worked with:



Volkswagen

WRIGLEY



TED^x
Poznań

x = independently organized TED event

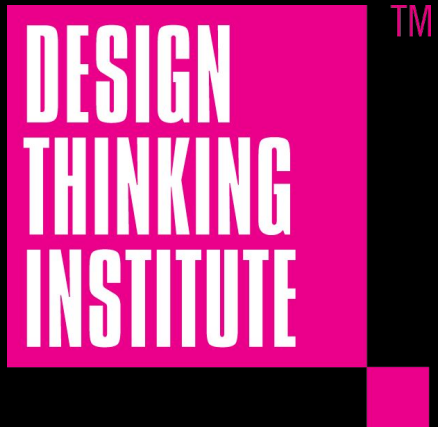


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