# Innovating Through Design Thinking

Tools for business growth

> An excellent program that initiates a reflection on your business model, improves your strategic planning and strengthens your leadership position. You emerge with confidence to face today's challenges.
>
> Yves Beaulieu - Bio-Rad Laboratories Ltd

## OVERVIEW

An organization's ability to innovate – whether it's creating seamless and enjoyable customer journeys, radically new products and services, or breakthrough business models – is critical to long-term success. Innovation is about solving important, challenging problems in creative and value-creating ways. Design thinking is a practical toolkit for innovation that anyone can learn and apply. Innovating through design thinking represents a structured, human-centred method for creatively solving complex problems that inspire and delight users. In this program, you will learn the core principles and tools of design thinking and how to apply them across your organization to help it innovate and grow.

## KEY BENEFITS & TAKEAWAYS

- Discover design thinking and the types of problems it helps solve
- Develop an empathetic mindset – understanding the problem from the user's perspective
- Generate deep insights to reframe your understanding of the problem
- Apply ideation – rapid generation and refinement concepts for solutions
- Move from concepts to potential solutions by prototyping
- Learn to test and validate solutions through the design thinking process

| WHO SHOULD ATTEND? | This program is designed for managers, executives, engineers, and entrepreneurs who need a toolkit for innovation. Participants will learn how to provide more impactful, advanced, and sustainable solutions to complex problems in the business world. |
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| PROGRAM IN DETAIL | The program uses a highly interactive and action-oriented learning approach with exercises, in-depth case analysis, small projects and discussions with practitioners. We create an environment that enables you to reflect deeply about how to apply the process and tools of design thinking to innovatively solve complex, human-centred problems in your organization. |

## Key Themes covered over the duration of the program include:

### DAY ONE

**What is design thinking**
- Core elements of design thinking
- When is design thinking useful

**Problems amenable to design thinking**
- Three Types of Challenges for innovation

**Learning from customers**
- Insights from Extreme users
- Customer personas

**Divergent & convergent thinking**
- Distribution of ideas

### DAY TWO

**IDEO's brainstorming rules: Seven Important Rules**
- A toolkit for innovative ideas

**Prototyping**
- Generating tools and approaches for properly testing and exploring ideas before investing too many resources

**Design Thinking Process**
- Evaluation criteria
- IDEO Design thinking framework
- Understand user's POV: Immerse, Observe, Engage

**Empathy Map**
- Solving the wrong problems precisely
- Seeing through new eyes

**Taking Action: A Personal Plan for your Design Thinking challenge**
- Finalizing your action plan to implement on the job

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**Faculty and Learning Approach**

*As an integral part of McGill's Desautels Faculty of Management, the Institute's faculty team is comprised of McGill University professors and lecturers as well as highly-rated academic and business experts from around the world.*

*Please visit our website to review the complete faculty team assigned to this program.*

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