Innovating Through Design Thinking – Online

Apply the power of design thinking for business growth

McGill | Executive Institute

Program Overview

An organization's ability to innovate – whether 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-centered method for creatively solving complex problems that inspires and delights users.

In this program, you will learn the core principles and tools of design thinking and how to apply them across your organization to achieve innovation and growth.

Key Benefits

► Discover design thinking and the types of problems it helps solve

► Develop an empathetic mindset to understand problems from the user's perspective

► Generate insights to reframe your understanding of a problem

► Apply ideation – rapid generation and refinement of 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 for complex problems in the business world.

What is included?

The registration fee includes facilitation by our highly rated faculty members, a comprehensive digital workbook, results-oriented exercises, and a **certificate of completion** from the McGill Executive Institute.

More information at **executive.mcgill.ca**

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Key Themes

What is Design Thinking?

- Core elements of design thinking
- Apply design thinking

Problems Amenable to Design Thinking

- Three types of challenges for innovation

Learning From Customers

- Insights from extreme users
- Customer personas

Divergent and Convergent Thinking

- Distribution of ideas

IDEO Brainstorming Rules – Seven Important Rules

- Toolkit for innovative ideas

Prototyping

- Generate tools and approaches to property test and explore ideas before going too far

Design Thinking Process

- Evaluation criteria
- IDEO design thinking framework
- Understand user's POV – immerse, observe, engage

Empathy Mapping

- Solve the problems precisely
- See through new eyes

Taking Action – A Personal Plan for Your Design Thinking Challenge

- Finalize your action plan for implementation on the job

Faculty and Learning Approach

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

Please visit our website for a full list of the faculty team assigned to this program.