

DUKE CE OFFERING 1 DESIGN THINKING CERTIFICATION

WHY DESIGN THINKING?

As technology continues to change how people interact, we can learn from digital social behavior to design creative organizations. The way we work together directly impacts what we produce and therefore how we resonate with others.

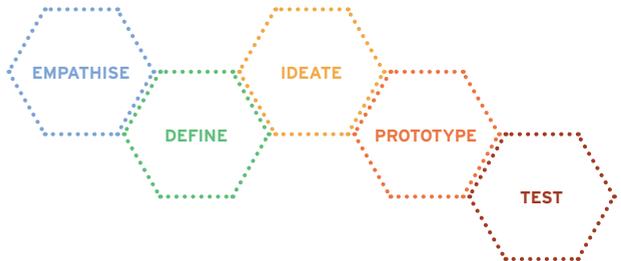
The nature of organisational systems is evolving, from hierarchical models rooted in the assembly line Industrial Age, to emergent ones found in the natural world and accelerated by the internet. In a hierarchical model, leaders articulate an outcome, assemble a team and direct it toward that predetermined goal. In an emergent model, leaders inspire people from different disciplines to co-create unimagined outcomes in the space between their expertise. Predetermined outcomes more likely lead to incremental advances in traditional products or services.



LEARNING OUTCOMES & PROGRAMME DESIGN

Participants will engage with the design thinking process and its methods in a hands-on, experiential workshop. The experience begins with a rapid design challenge to introduce the full cycle of the process: Empathise, Define, Ideate, Prototype and Test.

Using this introduction as a scaffold, a deeper experience will be applied to the foremost needs of your group.



Unimagined outcomes, by definition, can lead to a redefining of the ecosystem.

Module 1 | 3 Days

Day 1:

This is a hands on learning experience that highlights the principles of human centered design, instills creative confidence, establishes the rules of effective brainstorming and reinforces the value of low resolution and rapid prototyping. A group challenge pushes participants out of the classroom and into the world to engage with real users. The goal of this session is to introduce the foundational tools of design thinking and the rigor it requires to practice them.

Day 2:

Creative Leadership and Organisation Design are brought forward as the session shifts to focus on enabling these behaviors in others.

Day 3:

Participants form an understanding of their own design thinking strengths and of the "emergence framework" of organisation design.

Module 2 | 3 Days

Day 1 & 2:

Working in pairs, participants lead a new group of colleagues through the process they experienced in Days 1-2 from Module 1. By teaching what they've just learned themselves, participants develop their own communication and facilitation skills, and discover the gaps in their abilities. Each participant is coached by the leader as they teach, to learn the behind-the-scenes craft of guiding design thinking workshops toward operational outcomes.

Day 3:

Participants apply what they've learned to their own next steps, creating a concrete plan to scale design thinking in their organisation.

Target Audience and Investment

Design Thinking Train the Trainer is aimed at cross-functional teams within organisations who are looking to develop greater capability to create solutions in a way that balances wide-open creativity with robust and proven process. They typically work in roles that are people-centric and revolve around creating solutions for customers, whether internal or external.

DUKE CE OFFERING 2 DESIGN THINKING WORKSHOP

The programme description for the certification process is adapted to run as a customized design thinking workshop for your organisation.

