

Application Workshop

Design Thinking and Organizational Implementation

A cooperation between ESMT Berlin and
Hasso Plattner Institute Academy Potsdam

April 12 - 14, 2018 · Potsdam / Berlin

POINT OF
VIEW

IDEATION

PROTOTYPING



HPI Academy · Education for Professionals

Application Workshop

DESIGN THINKING AND ORGANIZATIONAL IMPLEMENTATION

The business world of the 21st century is experiencing a dramatic shift. Reinforced by digitalization and a globalized competitive environment, companies have become aware of the necessity to better understand their customers and build lasting ties with them.

Markets are moving from the “technology push” to the “market pull”. Even the most traditional companies in the manufacturing industry have established innovation hubs to explore new business models and create customer journeys. With fewer barriers to entry, the financial sector and many service industries are seeing a new wave of entrepreneurs successfully enter their ecosystems, who are able them to react more flexibly to their clients’ expectations. Meanwhile, recruiting the right talents, providing a pleasant and stimulating environment, and nourishing the ambitions of both new and old workforces have become internal challenges: The generation of Millennials may not develop a lifelong emotional commitment to a single corporate employer, whereas an aging workforce has to cope with the requirements of life-long learning at the workplace. New technologies, especially those linked to digitalization and IT, are not perceived as an opportunity, but as a latent threat and stress factor.

For the first time, HPI Academy and ESMT Berlin, two leading players in Germany’s market of executive education, have united to combine their expertise in this application workshop. While HPI Academy provides the high-level Design Thinking input for this three-day workshop, ESMT Berlin contributes its expertise in implementation and organizational change.

The workshop starts at HPI Academy in Potsdam-Griebnitzsee, where participants get acquainted with the mindset of customer-centricity and methods of Design Thinking. Hands-on user research is undertaken, and participants apply Design Thinking techniques in practice on internal and external challenges.

Day 2 of the workshop focuses on sense-making and testing, including interaction with potential users and a joint networking event in the evening, which takes place at the ESMT Campus in the former State Council Building of the East German government.

Day 3 is dedicated to strategies on how the implementation of new practices can be fostered and improved, and how an internal change process can be triggered successfully. A particular emphasis is placed on internal networking and appropriate communication strategies. The workshop ends with a peer coaching session, which will be the basis for individual action plans and continued exchange among participants.

The Hasso Plattner Institute (HPI) is one of Germany’s most noted university institutes for IT and Europe’s biggest hub for Design Thinking education. Participants benefit from the close cooperation with the HPI School of Design Thinking and the Stanford d.school as well as the exchange with the Design Thinking Research Program. Through the HPI Academy, these resources are also available to professionals.

ESMT Berlin (European School of Management and Technology) was founded in 2002 by 25 leading German companies and institutions. The business school offers Executive Development Programs for around 3,500 managers per year. In 2017, ESMT Berlin placed 8th globally in the *Financial Times* Executive Education ranking and has been the highest-ranked business school in Germany since entering the rankings in 2010.

Methods

The workshop is based on an experiential, hands-on approach, with group work, real-life interviews, prototyping, and testing as core ingredients of the individual and collective learning process. In addition, its highly interactive design allows for intense networking, sharing of experiences in a setting of like-minded people facing similar challenges, and peer coaching that will extend beyond the duration of the workshop.

Who should attend

Managers and executives eager to learn and implement new processes and tools of customer-centricity, both within their respective organizations as well as when they are in contact with their external customers and users.

Individual key benefits

Participants will learn the principles of Design Thinking and familiarize themselves with the major steps of this process: understanding the needs of internal and external customers and gaining empathy for them, conducting interviews, implementing creativity methods, as well as prototyping and testing.

Participants will enhance their ability to trigger changes in the managerial practices of their firms. They will also receive practical advice on how to establish networks of like-minded people and refine their communication skills to convince their peers across hierarchies.

Complemented by keynotes from an external guest speaker, the program also expands the horizon of participants offering up-to-date insights within the field of innovation and customer-centricity.

- ▶ The changing landscape of innovation
- ▶ Applying Design Thinking methods to an internal or external challenge
- ▶ How to conduct interviews with customers and internal stakeholders
- ▶ Communication techniques and tools for implementing organizational change
- ▶ Up-to-date insights on how to build coalitions of like-minded peers in the organizational context

Details

DATE April 12 - 14, 2018 (3 days)

VENUE **Day 1**
HPI Academy
August-Bebel-Straße 88
14482 Potsdam

Days 2+3
ESMT Berlin
Schlossplatz 1
10178 Berlin

COSTS EUR 3,300.- (plus 19% VAT)
Includes: participation, materials, one coach per max. six participants, all meals and Happy Hour (network event on day 2). Participants receive a collective certificate from HPI Academy and ESMT.

ACCOMMODATION Participants are entitled to a reduced rate per night at the NH Collection Berlin Mitte Friedrichstraße.

WORKSHOP LANGUAGE Inputs and presentations are in English. Work in the teams is carried out in German or English based on the preference and ability of the team.

PLEASE REGISTER HERE www.hpi-academy.de/esmt

FACULTY

Urs Müller



Urs' focus in research and teaching is in the domain of business ethics. Sometimes he also moves into the areas of strategy and change management. Urs joined ESMT Berlin in September 2005 where he currently is a lecturer and serves as the head of the practice group "Consumer Goods and Retail". After his studies of philosophy, German literature and art history. During and after working on his PhD at the University of Goettingen, Urs worked as management consultant for A.T. Kearney. Urs is a best-selling and award winning case author and serves as visiting tutor on writing and teaching with case studies for "The Case Centre". His work has been featured or quoted in several leading German and international media such as BBC, Deutsche Welle, Financial Times, Handelsblatt, The Times, or The Wall Street Journal.

Steven Ney



Dr. Steven Ney joined the HPI in July 2015. Since then he has been responsible for developing new teaching formats for Design Thinking as well as inquiring into the impact of Design Thinking on large organizations. Starting as a researcher on environmental issues, he has developed an interest in analyzing the way societies deal with complex and uncertain policy challenges. Recently, Steven has concentrated on social innovation and processes of transformation design, such as Design Thinking, as vehicles for sustainable institutional change. Steven completed his doctorate in policy sciences in the Department of Comparative Politics at the University of Bergen, spent four years as an assistant professor of political science at Singapore Management University, and was an assistant professor for policy science and social entrepreneurship at Jacobs University, Bremen.

FACULTY

Bianca Schmitz



Bianca Schmitz is a program director and head of International Executive Education Relationships at ESMT Berlin. Additionally, she is a co-director of the Hidden Champions Institute at ESMT. She is responsible for establishing new international cooperations with other business schools, institutions or networks, such as the Global Network for Advanced Management (GNAM) or UNICON. Her research and teaching focus is on agile innovation processes, especially of so-called hidden champions. She studied regional sciences of Latin America at the University of Cologne and finished with a diploma. Bianca worked the International Association for Sports and Leisure Facilities (IAKS) and as Asistente Comercial in Spain.

Christina Stansell



Christina Stansell is a design thinker with a passion for empowering people as innovators, connectors, and leaders. As a program manager at the HPI Academy as well as a coach at the HPI D-School, Christina designs, leads, and coaches programs that bring the method and mindset of Design Thinking into real world projects. In addition to teaching Design Thinking, she has served as an adjunct lecturer in personal development at various universities in Germany in collaboration with the consultancy MayCoach & Co. Prior to this, Christina spent nearly a decade in the international development field at the Institute of International Education, specializing in capacity-building and leadership development programs for organizations around the world. Christina holds a BA in International Relations from Stanford University and an MBA with honors from ESMT.

Jens Weinmann



Dr. Jens Weinmann is a program director at ESMT Berlin. He runs ESMT's open program Innovation As a Corporate Model and serves as a mentor at the Startup Bootcamp Berlin. His research focuses on the analysis of innovation strategies and regulation, with a special interest in energy and transport policy. He graduated in energy engineering at the Technical University of Berlin and received his PhD in decision sciences from the London Business School. His academic experience includes fellowships at Harvard University's Kennedy School of Government and the Florence School of Regulation, European University Institute.

CONTACT AND DIRECTIONS

For any questions concerning the workshop,
please contact:

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