

Design Thinking Professional Track



Use Design Thinking as a Strategy to Manage Complexity in Change Processes

Experience the fundamental Design Thinking principles, apply tools and methods with the strongest impact, and train your skills as Design Thinking Teamleader in your company project.

Format

Three modules over a period of three months:

Module 1: 4 days

Module 2: 3 days

Module 3: 3 days

- ▶ Recommended time investment for direct application as in-company work between modules: 20 % of your working time.
- ▶ Your in-company work will be accompanied by individual remote support sessions with experienced Design Thinking coaches.

Each Module is structured into 3 training phases to ensure optimal retention rates:

- I. EXPERIENCE** strategic design principles with the highest impact on change.
- II. APPLY** methods to a real business challenge provided by an emerging company from the Berlin StartUp network.
- III. TRANSFER** your learnings to your own company project and get prepared to lead your company team to a human-centered solution that works.

Your Take-Aways

- ▶ You get a **HPI Certificate** as Design Thinking Project Teamleader that documents your skills to lead teams in any Design Thinking project.
- ▶ You immediately **multiply your Design Thinking knowledge**, and your company project team benefits from your learnings.
- ▶ Your company project serves you as a **blueprint for replication** in your specific context.
- ▶ You can create a real **lighthouse project for the change-goals** of your organization.
- ▶ Automatic membership to the **active executive alumni circle** with access to research findings and exclusive alumni conferences.

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Who should attend

- ▶ Executives in organizations who want to use strategic Design Thinking to lead change processes.
- ▶ Innovation catalysts who want to grow their Teamleader skills in human-centered and agile project work.
- ▶ Project Managers in charge of strategic projects.
- ▶ Leading Managers in key positions such as R&D, sales, marketing, innovation, strategy, HR, production or design.
- ▶ General knowledge of Design Thinking and an affinity towards human-centered design is sufficient to attend this course since the application of agile working processes and collaboration in diverse teams are a part of the real-world training that we will provide you.

Location

Potsdam, Germany

Language

Course language is English, teamwork language can be switched to German in teams consisting of German members only.

Fees

10,000.- € (plus 19 % VAT)

The Professional Track can also be booked as a company-exclusive bootcamp with a minimum of 20 participant.

Contact

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