

# SHAPE THE FUTURE!

*Professional Education in Design Thinking & IT*



HPI Academy | Education for Professionals

## *About us*

We are convinced that innovation is teachable and learnable.

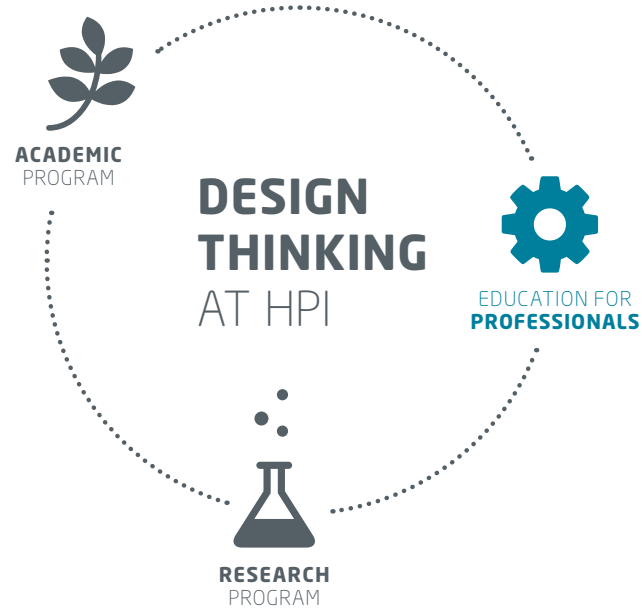
The HPI Academy formats are our answer to successful learning through team-based experience. Supported by practical teaching methods and a lot of enthusiasm, our innovation managers pass on the experience they have gleaned in countless projects. In the last three years alone our workshops have inspired several thousand international participants.

Through a creative exchange with you, we discover your innovation potential.



## *Our background*

The HPI Academy stands in the tradition of visionary and entrepreneur Hasso Plattner, who has successfully linked business and science for decades. Located on the Hasso Plattner Institute (HPI) campus in Potsdam, we benefit from a unique atmosphere – where academic excellence in IT field meets creative innovation methods taught and researched at the HPI School of Design Thinking (D-School).



## How we work

Our activities focus on innovative work in multi-disciplinary teams based on the Design Thinking method. We strive to give our participants the tools they need to themselves become innovative problem solvers. We design creative spaces for innovation pioneers in companies and strengthen collaboration in teams and organizations that put the wishes and needs of the user in the forefront.

## Who we collaborate with

We work closely with the eleven IT research groups at HPI and its D-School in Potsdam, as well as the d.school at Stanford University, to continually develop our workshops and learning formats. Our workshops are supported by a network of over 100 experts from very diverse areas of specialization. Training is carried out at the HPI campus or, if requested, on-site at the partner.



# Design Thinking Formats

## FOR INDIVIDUAL PARTICIPANTS

### OPEN COURSES & DEEP DIVES

Intensive 3-day method workshops for professionals in all fields, who are expected to solve complex problems on a regular basis.

### PROFESSIONAL TRACK

3-month intensive program with 10 on-campus days at HPI in Potsdam. Custom-designed for executives who implement Design Thinking in their organization and who want to work on their own lighthouse project. The focus of training is on collaboration, innovation processes, and strategy implementation.

### PROGRAM FOR CERTIFICATION AS DT COACH

In 20 days over a 12-month period, participants get the necessary training to become constructive guides of Design Thinking teams and to teach the methods and mindsets of Design Thinking.

## FOR ORGANIZATIONS

### CUSTOMIZED TEAM WORKSHOPS

General method workshops as well as project workshops for concrete issues tailored to your specific company needs.

### DT CULTURE IN ORGANIZATIONS

Development of concepts for anchoring a new innovation culture and a general action strategy in organizations.

### DT FOR EVENTS

Conception of Design Thinking formats for events.

### PROJECT COACHING

Individual coaching concepts to guide you through your entire innovation project.

# IT & Digitalization Formats

## FOR INDIVIDUAL PARTICIPANTS AND ORGANIZATIONS

### LEADING DIGITAL TRANSFORMATION & INNOVATION PROGRAM

Unique, joint program of HPI and the Stanford University Center for Professional Development, which intensively covers the three core challenges of digital transformation: technology, innovation culture, and entrepreneurial thinking.

### CUSTOMIZED IT CONSULTING

- C-Level IT consulting and coaching for decision makers of IT and digitalization strategies.
- MOOC consulting on the creation and implementation of a Massive Open Online Course

### IT WORKSHOPS

Individual workshops on cutting-edge IT topics and the latest technologies, jointly conceived and implemented with the experts at HPI.



# *Contact*

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