



HPI Certification Program

for Design Thinking Coaches



INTRODUCTION

Design thinking is one of the world's most popular approaches for establishing a dynamic, user-centered, goal-oriented innovation culture in companies.

At the Hasso Plattner Institute in Germany, we have been coaching teams through all kinds of design thinking formats for over ten years. Our experience has shown that in order for innovation teams to reach their full potential, they need the guidance of well-trained design thinking coaches.

With this in mind, we decided to launch the HPI Certification Program for Design Thinking Coaches in 2015. The Certification Program requires 20 days of in-person attendance (over 180 hours) spread over approximately one year. Upon completion of the program, participants will have the methodological competence, practical experience and personal confidence to successfully support teams through design thinking projects.

Since the Certification Program was established, we have trained over 150 coaches from around the world. Our alumni bring design thinking straight into the heart of their organizations, companies and clients every day.

Goals of the Certification Program

Participants learn,

- to recognize the potential of innovation teams and how to activate them,
- to apply and teach the methods and principles of design thinking in various organizational contexts and
- to discover their own coaching style and develop their coaching skills.

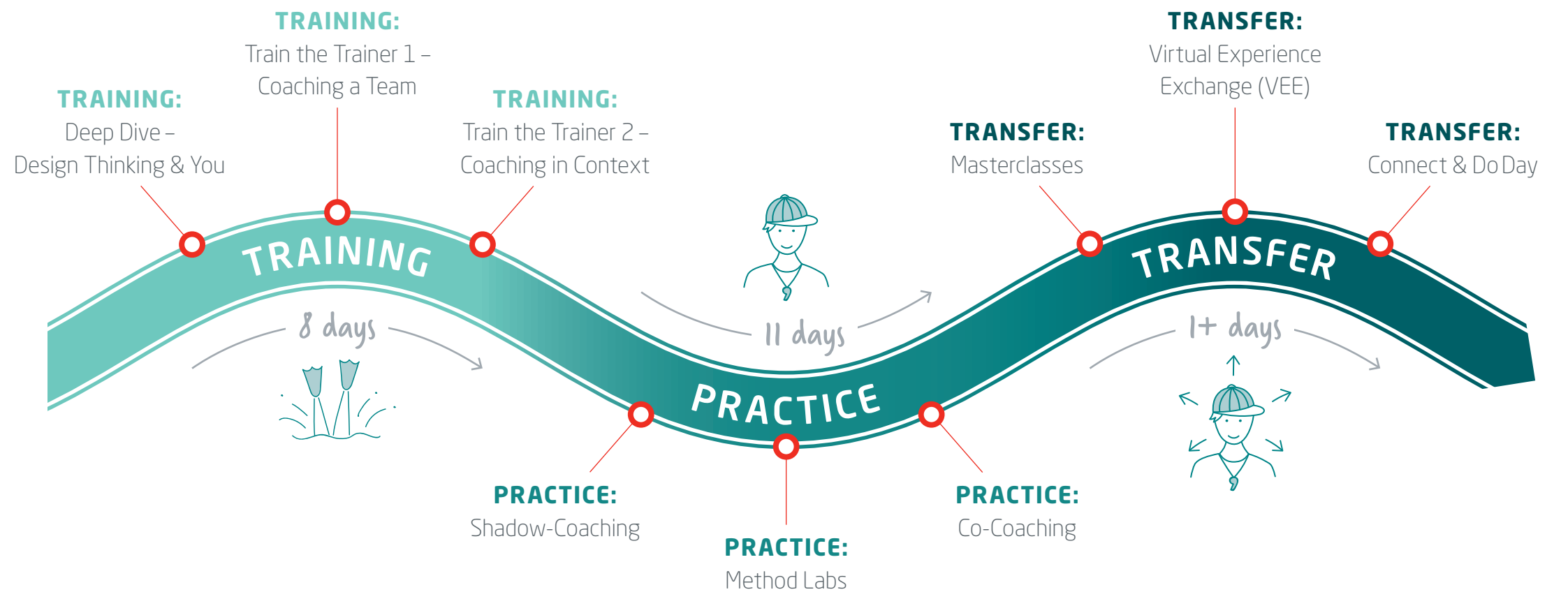
CURRICULUM

Participants in the Certification Program complete 20 days of training spread over approximately one year. Everyone participates in the three core training modules together, which take place on campus. The practice and transfer parts of the curriculum are then tailored to the personal interests, needs and availabilities of each participant.

Who Should Apply to the Certification Program?

The program is aimed at people who have experience with design thinking and want to deepen their knowledge and confidence in order to be able to coach teams effectively. In addition, experience working as a coach, moderator or teacher is helpful. The program broadly targets three groups of people:

- people who practice design thinking in professional contexts and want to teach it to others;
- teachers, trainers and coaches who want to expand their portfolio of methods and
- consultants and strategists in the public, private, and non-profit sectors who want to work as coaches in their organizations.



TRAINING

► 8 days

The training part of the program consists of three core modules: one two-day **Design Thinking Deep Dive** workshop, and two three-day workshops, **Train the Trainer 1: Coaching a Team** and **Train the Trainer 2: Coaching in Context**. This forms the foundation of the program and all participants must attend all three modules.

Deep Dive: Design Thinking & You

This workshop gives participants the chance to refresh their understanding of design thinking. The first part is a deep dive into the innovation mindset of a design thinker. Here, the aim is for all participants to experience the mindset through various activities, reflect and finally consider what they would like to improve on. The second part is dedicated to exploring the design thinking process and its six phases. Here the aim is firstly to understand the logic of the process as a whole, then to zoom into each phase, and finally to reflect on how the mindset and process fit together.

Learning Objectives:

- experience and reflect on the innovation mindset of a design thinker,
- understand the logic behind the design thinking process as a whole, as well as each individual phase,
- think about what design thinking means to you, and how to communicate it effectively and authentically.

Train the Trainer 1: Coaching a Team

This workshop focuses on coaching a team. Participants start by building their confidence guiding teams through the design thinking process. They then explore the characteristics of different styles of coaching, before reflecting on their own style. Finally, participants consider the impact of team dynamics on design thinking projects, and explore various strategies to deal with them effectively. Over three days, participants have various opportunities to try out their skills as team coaches in a safe space. For the whole duration of the training, our experienced HPI Academy coaches provide continuous, intensive support and personalized feedback to all participants.

Learning Objectives:

- accompany teams through the design thinking process as a coach,
- explore different styles of coaching and discover your own,
- perceive team dynamics and respond appropriately.

Train the Trainer 2: Coaching in Context

This workshop aims to place the activity of coaching a team into its wider context within a company or organization. As such, this module mainly focuses on the preparation and follow-up work that a coach undertakes in order to lead a successful design thinking project. We start by exploring different formats for design thinking projects. Using real-life challenges submitted by course participants, teams design a detailed project roadmap which takes into account the bigger picture, such as the organization or company's strategy, internal culture or constraints. They then present this to their peers for feedback at the end.

Learning Objectives:

- design and execute design thinking projects,
- plan them in a targeted, yet flexible way,
- locate the design thinking project within the bigger picture.

PRACTICE

► 11 days

In addition to the three core training modules, each participant completes a personalized learning journey consisting of eleven days of practical experience. The purpose of the practice days is to support participants in developing their coaching skills, building up their confidence through experience and experimenting with different coaching styles. Additionally, they are able to experience first-hand the challenges that arise when design thinking is coached in different organizations, or with different participants. During their practice days, participants are always accompanied by our experienced coaches, who are there to support them and give individual feedback.

The Certification Program offers three types of practical experience:

- **Method Labs:** this is a one-day format where we do a deep dive into one of the six phases of the design thinking process. In it participants explore various tools and methods which can be used to coach this phase, as well as experimenting with new ones.
- **Shadow Coaching:** participants are able to shadow experienced coaches either at the HPI School of Design Thinking (D-School) or at the HPI Academy. At the D-School, participants accompany a coach from the Basic Track, thereby gaining an insight into coaching longer term projects in an academic setting. At the HPI Academy, participants shadow in the Design Thinking Introduction course, which is a 2 – 3 day format for executives.
- **Co-Coaching:** here participants have the opportunity to coach a team through the design thinking process themselves, as part of the Pop-Up Workshop format. We work in partnership with various NGOs and non-profit organizations to give them a chance to experience design thinking and you a chance to develop your skills and gain more coaching experience.

TRANSFER

► 1+ day

For the duration of the Certification Program, we constantly encourage participants to think about how to transfer learnings into their everyday work. In addition to this we also offer three formats to support participants in transferring or expanding their knowledge and skills.

Masterclasses

Master classes are one-day formats which combine design thinking with other approaches in order to expand your toolbox. These can be anything from learning new skills (e.g. non-violent communication), to applications of design thinking in specific contexts (e.g. social innovation or implementation of corporate strategy). Finally, we also have master classes to test out highly experimental formats (e.g. yoga thinking). Participation in at least one master class is required for the program. As a rule, we offer three to four master classes per semester.

Virtual Experience Exchange (VEE)

The VEEs are a platform for current participants and graduates of the Certification Program to exchange experiences and best practices. During each VEE, two coaches from the program showcase how they are working with design thinking. After the short presentations, other participants have the chance to ask questions. The VEEs take place as an online call, and a recording is sent out to everyone who was not able to participate.

Connect & Do Day

Once a year we hold an event for alumni of the Certification Program, Professional Track and the Leading Digital Transformation Program. The purpose of this one-day event is to encourage participants to connect, share learnings and experiences and inspire one another. This event takes place at the HPI. There is no obligation to attend, but if you would like to be there, our team will send an email with details on how and when to purchase your ticket.

A Quick Look at the Advantages of the Certification Program:

- a certificate from the Hasso Plattner Institute Academy, the European hub for design thinking,
- the opportunity to network with practitioners from across the globe in an international program, as well as our large network of coaches and alumni,
- a good balance of theory, applied exercises and hands-on experience in the curriculum,
- a comprehensive coaching manual and a method card set,
- detailed and personal feedback from experienced design thinking coaches,
- a learning journey tailored to fit individual availabilities and interests,
- inspiring on-campus location at the heart of the HPI, located near the start-up hotspot Berlin,
- continuous exchange between the HPI Academy & D-School with other members of the Global Design Thinking Alliance (GDTA) for improving the training of design thinking.

YOUR APPLICATION

If you are interested in participating in the certification program, we look forward to receiving your application. This should include the following:

- a completed registration form
- your résumé/CV
- a meaningful letter in which you briefly describe your personal motivation for participating in the program. In addition, please explain how your previous experience fits into the framework of the program. And finally, we are interested in what you can personally contribute to the program.

Further information on how to upload your application documents can be found at: www.hpi-academy.de/zertifizierung

Course language: bilingual (German/English), workshops in training and transfer modules are in English. Inputs and presentations are in English. The teams work either in German or English, depending on the preference and ability of the team members.

Upon graduation, participants receive a certificate from the HPI Academy and become part of a large alumni network.

Costs: **17.500,- EUR** (plus 19 % MwSt.)

Contact

Please direct any questions to the program coordinator:

Dr. Julia Oberhofer

Phone: +49 (0) 331 5509-565

E-Mail: dt-certification@hpi-academy.de

» This thoughtfully curated program goes beyond the conventional way of teaching design thinking. It not only challenged my own way of coaching, but also how I look at problem solving, innovation and team dynamics. For me, the main highlights were the incredibly intelligent and diverse group of participants and the experienced HPI coaches. It is only through their skillful individual guidance and extensive feedback that I was able to grow as a coach. It truly has been an incredible and eye-opening journey these past months. I would highly recommend this program to anyone who is interested in becoming an enabler of change and taking their skills to the next level! «

Ryan Wu, Experience Designer @ McKinsey & Company



» For me, one of the highlights of the program is the extensive network of participants. Many of these are facing similar challenges within their organizations, and our exchanges of knowledge and best practices has been incredibly valuable. Furthermore, I was able to immediately implement the practical coaching tips and personal feedback which I received during the practice days.

All in all, this is a very intense and fun program, in which I learned a great deal! «

Julia Schulte-Terboven, Innovationsmanagerin @ Fraport AG



» This program was an amazing opportunity to improve my leadership skills. I can definitely say that it helped me to understand our customers better, and to shape and lead our company-wide agile transformation process. The trainings are a combination of theory and various hands-on formats, making it a highly engaging experience. Finally, I found the detailed personal feedback which I received from the HPI trainers incredibly valuable. I would recommend this course to anyone who wants to learn how to bring design thinking into their own professional context. «

Erhan Koeseoglu, Head of Agile Transformation @ BSH Hausgeräte GmbH



» If you want to learn how to coach design thinking, this program must be at the top of your list. The HPI Team has put together an unmatched curriculum that, like Design Thinking itself, is biased towards action. The program is an intense and extremely rewarding experiential learning journey. I had one "Ah-ha moment" after the next! The program is taught by an incredibly diverse pool of talented practitioners, who introduced us to new theoretical perspectives and creative ways to use methodologies in practice. Thanks to the HPI Team for always going the extra mile to support me in reaching my goals! «

Stephanie Hammer, selbstständig @ Hammer Kommunikation



HPI Academy GmbH

August-Bebel-Straße 88
14482 Potsdam, Germany
Tel.: +49(0) 331 5509-565
Fax: +49(0) 331 5509-554
E-Mail: info@hpi-academy.de

www.hpi-academy.de

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