

Hands-On Workshop

Design Thinking and Organizational Implementation

A cooperation between ESMT Berlin and
Hasso Plattner Institute Academy Potsdam

November 13 - 15, 2019 · Potsdam / Berlin

POINT OF
VIEW

IDEATION

PROTOTYPING



Hands-On 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, a new generation of entrepreneurs successfully disrupts the ecosystems of many industries by reacting more flexibly to their clients’ expectations. Design Thinking is one of the world’s most popular approaches for establishing a dynamic, customer-focused and agile innovation culture within the organization - for startups, SMEs and large corporations alike. With the methods of the Design Thinking approach, ideas can be improved within the entire corporate value chain, from internal process optimization and digitalization to customer contact in both the B2B and B2C areas.

However, even the most promising innovations often fail due to internal organizational resistance. Successful implementation requires a strategy that takes organizational complexity and power relations into account, a careful analysis of key stakeholders and their interests, as well as communication skills.

This workshop addresses these two challenges: a practical step-by-step guide to apply Design Thinking in innovation processes, and a toolkit to facilitate and foster changes within organizations.

HPI Academy and ESMT Berlin, two leading players in Germany’s executive education market, have united to combine their expertise for this three-day hands-on program. HPI Academy provides the high-level Design Thinking input and insights on implementing Design Thinking in companies. ESMT Berlin contributes its expertise in organizational change and change strategies.

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 methods in practice on a real-life business challenge. A joint networking event in the evening closes the day.

Day 2 of the workshop focuses on idea generation, prototyping and testing of prototypes, as well as stakeholder management. The day closes with a peer coaching session combined with a happy hour.

Day 3 takes place at ESMT Berlin and is dedicated to strategies on how the implementation of new organizational practices can be improved. We focus on providing inspiration how to use networking and communication strategies to successfully initiate internal change processes.

The Hasso Plattner Institute (HPI) is one of Germany’s leading university institutes for IT and Europe’s largest 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 3,200 managers per year. In 2018, ESMT Berlin placed 12th 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. Group work, real-life interviews, prototyping, and testing are core ingredients of the individual and collective learning process. In addition, the highly interactive design allows for intense networking and sharing of experiences in a setting of like-minded people facing similar challenges.

Who should attend

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

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 user-centered innovation in the managerial practices of their firms. Of course, there is no „One-Size-Fits-All“ blueprint for successful change management, because all companies are different. However, they will 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 a real-life business challenge presented by 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.

Topics include

- ▶ The changing landscape of innovation
- ▶ Applying Design Thinking methods to an internal or external challenge
- ▶ Conducting interviews with customers and stakeholders
- ▶ Communication techniques and tools for implementing organizational change
- ▶ The transformation toolbox - practices and principles to successfully transform an organization
- ▶ Communicating change stories and dealing with resistance
- ▶ Gaining insights from users of products and services

Details

DATE November 13 - 15, 2019 (3 days)

VENUE Days 1 + 2
HPI Academy
August-Bebel-Straße 88
14482 Potsdam

Day 3
ESMT Berlin
Schlossplatz 1
10178 Berlin

COSTS EUR 3,500.- (plus 19% VAT)
Includes: participation, materials, networking event on day 1 and happy hour on day 2. Participants receive a joint certificate from HPI Academy and ESMT Berlin.

ACCOMMODATION Until October 11, 2019, participants are entitled to an reduced nightly rate at the Capri by Fraser Berlin-Mitte.

WORKSHOP LANGUAGE Inputs and presentations are in English.

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

FACULTY

Flavia Bleuel



Flavia Bleuel has a passion for enabling people as innovators and leaders. As a program manager at the HPI Academy and coach at the HPI D-School she is responsible for developing new formats for Design Thinking as well as inquiring into the impact of Design Thinking on large organizations. Starting as a researcher on user behavior at the Berlin University of the Arts, she is also passionate about analyzing how people deal with complex and uncertain challenges. She has been an innovation coach for 13 years combining Design Thinking, Futures Thinking, Business Model Development, Strategic Thinking and Agile Leadership. She co-founded CoObeya, an Expert Network for Innovation. Flavia studied Communication and Media, Psychology, and Anglistic Linguistics at the Friedrich-Schiller University in Jena.

Selina Mayer



As a Program Manager at the HPI Academy, Selina Mayer facilitates and consults both method focused design thinking workshops and solution driven long term projects. She has an academic background in business psychology and design thinking, including experiences in different international institutes made possible by scholarships from Fulbright University and Duke University. These two fields mentioned above are responsible for her overall interest in user-centered design and her passion for human behavior. Having already worked for a multinational engineering company and a small Berlin start-up she has experience of very different infrastructures of businesses big and small, traditional and modern. She enjoys the constant surprises and challenges that accompany these various areas and is curious to see what might be next.

FACULTY

Urs Müller



Urs Müller's 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 visiting lecturer and serves as the head of the practice group "Consumer Goods, Retail and Media". After studying philosophy, German literature and art history and working on his PhD at the University of Goettingen, Urs worked as a management consultant for A.T. Kearney. Urs is a best-selling and award-winning case author and serves as a visiting tutor on writing and teaching with case studies for "The Case Centre". His work has been featured and quoted in several leading German and international media such as BBC, Deutsche Welle, Financial Times, Handelsblatt, The Times, and The Wall Street Journal.

Bianca Schmitz



Bianca Schmitz is the founding director of the Hidden Champions Institute (HCI) and a program director at ESMT Berlin. She is responsible for establishing new international alliances with other business schools, institutions and networks, such as the Global Network for Advanced Management (GNAM). Her focus lies 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. Her focus was on economics and the Spanish language. Bianca worked for three years at the International Association for Sports and Leisure Facilities (IAKS), a non-profit organization based in Cologne, Germany, with branches throughout the world. Bianca's international profile is supplemented by two-years of work experience in Spain.

Jens Weinmann



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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