

# Open Course - Deep Dive

## for project managers



HPI Academy | Education for Professionals  
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Develop strategies to integrate Design Thinking teams into company, workflows and structures.

**Format** 3-day workshop in Potsdam (Thursday - Sunday)

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**Fee** 3.000,- EUR (excl. tax)

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**Details**

- Date: 23.11 - 25.11.2017
- Location: Design Thinking ProSpace at HPI Academy
- Includes: participation, materials, transport to and from offsite workshop locations if needed, 1 Coach per max. 6 participants, all meals and Happy Hour (network event)

Inputs and presentations will be given in English, the team work language (English or German) will be decided by each team based on the preferences and abilities of its members.

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**Target group** The workshop is designed for project managers and external consultants who accompany design thinking teams and their work in companies. The workshop will be held both in German and English. A solid level of the English language is necessary.

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### Content

The success of design thinking in companies is not only based on methodological competences and personal enthusiasm for design thinking. In order to implement design thinking ideas and transform them into business solutions, teams need the support of an experienced project manager who accompanies and supports the design thinking team.

The project manager takes the role of a bridge builder between the design thinking team and the management/ stakeholders within the company. For the implementation of design thinking projects and the challenging process of turning innovative ideas into real businesses, the position of the project manager is of key relevance for the innovation process.

In this three-day-workshop, participants will experience challenges in everyday design thinking project work, e. g. the challenge to let teams work with an open outcome while, at the same time, the management has to keep an eye on the strategic goal of the company. Another challenge is the resources planning of projects, which are iterative and not unforeseeable by nature.

Beside the specific project work, participants will discuss individual challenges in their working lives within their teams and find first solutions.

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### What to expect

- You will work in small teams (maximum 6 people) with individual coaching from a design thinking coach.
- You will work in our design thinking spaces with variable furniture, prototyping material and sufficient room for wild ideas.
- You will get to know tools and methods to develop a system of solutions for practical problems in your everyday working life.
- You will get to know a lot of different people with various backgrounds that are all familiar with the challenges of project management and consulting.
- You will become a part of our alumni network and benefit from exclusive invitations to design thinking events at the HPI.
- You will be provided with a certification, a photo documentation, workshop slides, materials and literary recommendations.

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### Questions concerning the format?

Please get in touch with our program manager Holger Rhinow  
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