Innovation can be learned
Inspiring people to implement ideas.

Changing mindsets.

Enabling innovation.

Changing mindsets.
Digital transformation, ever-faster product cycles, and change processes are major challenges, but also the source of great opportunities for companies and employees. The HPI Academy is responding. By applying practical teaching methods, enthusiasm and experience from countless innovation projects, our program managers equip clients for the challenges of our day.

Located on the campus of the Hasso Plattner Institute (HPI) in Potsdam, Germany, we benefit from a unique atmosphere in which university excellence in IT meets creative innovation methods taught and researched at the HPI School of Design Thinking (D-School). We belong to a global network of such renowned universities as Stanford University in California, the University of Cape Town in South Africa, and the Communication University of China. The Hasso Plattner Design Thinking Research Program in Potsdam and Stanford examines how Design Thinking is evolving, the keys to its success to date, and the most promising ways to implement it in various organizational contexts. The findings of this research are constantly incorporated into our training programs. The HPI Academy offers our participants a mindset and methods for successful innovation and change processes.
Let’s go together on your learning journey!

Come to Potsdam and experience the lively Hasso Plattner Institute campus first hand, or let us welcome you virtually from anywhere in the world.

Most of our offerings are now available in virtual formats, which nonetheless retain the unique quality and interactivity level that you would encounter in our in-person workshops. We have already designed and led customized virtual learning experiences for hundreds of participants from various companies, including global players from around the world. In addition to knowledge and skills gained regarding the respective workshop topics, our participants also gain crucial experience and tools in innovative ways to work collaboratively in remote and virtual contexts.

For over a decade, the HPI Academy has been enabling professionals to progress in their individual learning journeys and supporting corporates and teams in their innovation, transformation and leadership projects—and of course, remote too.

Let yourself be inspired! We are happy to advise you regarding which workshops and experiences in our catalogue would be best suited for your individual goals.

You will find up-to-date information on dates, fees, and locations on our website at www.hpi-academy.de (we reserve the right to change our services or offerings.)
Workshops for Professionals

- Basics
- Immersion
- Implementation Training
- Design Thinking Coach Training

Course dates and details can be found on our website:
www.hpi-academy.de

Status: Aug 3, 2020: with the release of a new price list, all previous price lists become invalid.
Annual Program 2021

Onsite Workshops
INTRODUCTORY WORKSHOPS:
Design Thinking Introduction
Campus Hasso Plattner Institute, Potsdam
February 10 - 12, 2021  de
October 11 - 13, 2021  de
December 8 - 10, 2021  de

ADVANCED WORKSHOPS:
Strategic Design Thinking for Every Day
Campus Hasso Plattner Institute, Potsdam
February 05 - March 12, 2021  en
April 23 - May 28, 2021  en
August 13 - September 24, 2021  en

From Design Thinking to Agile Development
Campus Hasso Plattner Institute, Potsdam
October 04 - 05, 2021  de

ADVANCED WORKSHOPS:
Strategic Design Thinking for Every Day
March 03 - 05, 2021  de
April 23 - May 28, 2021  de
August 13 - September 24, 2021  de

From Design Thinking to Agile Development
Campus Hasso Plattner Institute, Potsdam
October 04 - 05, 2021  de

Online Workshops
INTRODUCTORY WORKSHOPS:
Design Thinking Introduction
February 10 - 12, 2021  de
October 11 - 13, 2021  de
December 8 - 10, 2021  de

ADVANCED WORKSHOPS:
Design Thinking Advanced
Campus Hasso Plattner Institute, Potsdam
March 03 - 05, 2021  de
September 28 - 30, 2021  de

Design Thinking meets Change Management
Campus Hasso Plattner Institute, Potsdam
April 12, 2021  en

From Design Thinking to Agile Development
Campus Hasso Plattner Institute, Potsdam
June 03 - 04, 2021  de

Navigating Uncertainty - Personal Leadership
Campus Hasso Plattner Institute, Potsdam
March 23 - 25, 2021  en
September 06 - 08, 2021  de

You will find up-to-date information on dates, fees, and locations on our website. (We reserve the right to change our services or offerings.)

DE  german  EN  english  BI  bilingual

PROGRAMS:
Professional Track - Learn to Manage Complexity
Campus Hasso Plattner Institute, Potsdam
Start Spring: March 03 - 06, 2021  bi
Start Fall: November 15 - 18, 2021  bi

HPI-Zertifizierungsprogramm für Design-Thinking-Coaches
Campus Hasso Plattner Institute, Potsdam
Start Spring: March 11 - 12, 2021  bi
Start Fall: September 02 - 03, 2021  bi

Leading Digital Transformation and Innovation
Campus Hasso Plattner Institute, Potsdam & Stanford University, USA
Start Spring: March 18 - 20, 2021  en
Start Fall: September 09 - 11, 2021  en

You will find up-to-date information on dates, fees, and locations on our website. (We reserve the right to change our services or offerings.)

DE  german  EN  english  BI  bilingual
This workshop is one of the world’s most established learning formats for Design Thinking and the entry-level course at the HPI Academy. Thousands of professionals from all industries have discovered Design Thinking for themselves and their organizations in recent years. The program undergoes continuous development.

Participants will receive an intensive introduction to Design Thinking. The bulk of the course is dedicated to a practical project in which the participants join a multidisciplinary team to develop solutions for a concrete problem using the entire Design Thinking process. Short theoretical introductions to methods and tools alternate with practical experimentation and subsequent reflections.

**Duration**
3 days

**Course Language**
The course is offered in German and English.

**Fees**
EUR 3,000.– (plus VAT)

**Certificate and Materials**
Participants will receive photo documentation, materials, and lists of recommended literature as well as a certificate from the HPI Academy confirming their participation in the workshop.
Participants will learn the basics of Design Thinking and become familiar with the most important stages of this process: developing a feel for the needs of internal and external stakeholders and users, conducting interviews, brainstorming creative solutions to identified problems, prototyping, and testing. At the same time, participants will develop their ability to initiate changes in their companies’ management practices with practical advice on how to build networks of like-minded people and refine their own communication skills in order to convince colleagues at different hierarchical levels. This will be rounded out by presentations from outside speakers to broaden the horizons of participants with current insights into innovation and customer orientation in industry.

### Duration
3 days

### Location
Day 1: Hasso Plattner Institute, Potsdam  
Day 2 + 3: ESMT Berlin

### Course Language
The course language is English.

### Fees
EUR 3,500.– (plus VAT)

### Certificate and Materials
Participants will receive photo documentation, materials, and lists of recommended literature as well as a certificate jointly issued by the HPI Academy and ESMT Berlin confirming their participation in the workshop.
The Professional Track is a 3-month training program tailored for executives who want to implement Design Thinking in their organizations. It combines intensive training with practical application. After completing the program, participants will be able to lead Design Thinking teams in complex projects.

In the course, participants work on a joint startup challenge as well as their own lighthouse project. This project will be developed further in-house between course modules, based on an action plan. The curriculum is based on a clear learning pattern to ensure sustainable anchoring and the transfer of what has been learned into the workplace of the participant:

1. **Encounter** Design Thinking principles
2. **Apply** Design Thinking principles and tools
3. **Transfer** Design Thinking principles to a lighthouse project in the participant’s company.

**Duration**

3 modules over 3 months with a total of 10 days on-campus presence required

**Course Language**

The course language is English.

**Fees**

EUR 10,000.– (plus VAT)

**Certificate and Materials**

Participants will receive a Design Thinking Team Leader certificate from the HPI Academy, a methods toolbox, their own project documentation, course presentation slides, and photo documentation.
Navigating dynamic digital evolution with success: the management program of the Hasso Plattner Institute (HPI) and the Stanford Center for Professional Development combines the teaching of digital skills with an action-oriented leadership model and the success principles of key players in Silicon Valley. It offers a new perspective on leadership challenges in the face of digital transformation and enables an exploration of the potential value creation offered by digital technologies. Participants develop starting points for a roadmap to digital transformation. They develop concrete “compass” activities to model operationalization for their management teams.

Duration and Location
Complete program over three months with three required on-site blocks:
- Block 1 and 2 (3 days each): HPI, Potsdam, Germany
- Block 3 (4 days): Stanford University, California, USA
supporting online materials

Target Group
Top-level managers and key decision-makers (with or without IT expertise) actively facing the challenges of the digital transformation and innovation in their companies, including managers in IT, innovation, strategy, human resources, or product development. Startup founders in all industries

Course Language
The course language is English.

Fees
EUR 17,500.– (plus VAT), does not include travel expenses

Certificate
Upon successful completion, participants will receive a Leading Digital Transformation and Innovation certificate jointly issued by the Stanford Center for Professional Development and the Hasso Plattner Institute.
Certification Program for Design Thinking Coaches

As a way of thinking and working towards creative solutions for problems, Design Thinking has found resonance in almost all areas of business and society worldwide. The complexity of the concept and the various potential applications pose special challenges for innovation teams and trainers in diverse organizations. This is where the certification program for Design Thinking Coaches comes into play. The program provides participants with the process and methodological competence to teach Design Thinking and successfully lead innovation teams. Participants benefit from our unique location at the Hasso Plattner Institute in Potsdam, Germany, with a wealth of experience in student and adult education and years of research into Design Thinking. We also promote the exchange of experiences and lessons learned within a large network of our certified Design Thinking Coaches alumni. As a member of the Global Design Thinking Alliance, HPI is also committed to high standards in the training of Design Thinking Coaches.

Duration

The certification program runs for 12 months and is divided into the following training units:

- **2 days**: Design Thinking Deep Dive
- **3 days**: Train the Trainer 1: Team Coaching
- **3 days**: Train the Trainer 2: Lead Coaching
- **11 days**: Coaching Experience
- **1 day**: Master Class

Course Language

The course language is English.

Fees

EUR 17,500.– (plus VAT)

Certificate and Materials

Our participants receive digital access to workshop documents, literature recommendations, and further links, as well as their certificate as a Design Thinking Coach.
Renew your workplace culture!

Our workshops enable you to experience Design Thinking together with your team and to take practical insights back to your company. We can teach you the method or support your team in implementing it in an innovation project. In addition, our experienced team can support you in implementing Design Thinking culturally within your company or enrich your event with individual Design Thinking modules.
In this workshop, Design Thinking methods will be presented and applied to small projects in order for you and your team to experience together all phases of the Design Thinking approach as well as its culture of innovation. The focus here is on transferring what you have learned to your own work in the company. You will work in small teams of max. 6 people, each supervised by a trained Design Thinking team coach. Your team will learn practical tools and methods for developing solutions that you can apply directly in your daily work. You will experience a new culture of working based on empathy, playful experimentation, and user-orientation.

**Design Thinking Method Workshop**

**Duration** 2–3 days  
**Location** Hasso Plattner Institute, Potsdam or on your own premises  
**Participants** 5–50 people  
**Fees** contact us for a custom quote

The HPI Academy successfully develops workshop concepts that guide you through your own innovation cycle. Your team will gain both a hands-on learning experience in Design Thinking as well as extensive insights into new products, business models, and customer experiences. Project workshops are suitable for teams who want to apply Design Thinking to a specific problem from their own work environment.

**Design Thinking Project Workshop**

**Duration** 2–5 days  
**Location** Hasso Plattner Institute, Potsdam or on your own premises  
**Participants** 5–50 people  
**Fees** contact us for a custom quote
Design Thinking
Project Coaching

The HPI Academy develops workshop concepts to guide you successfully through your company’s innovation cycle. Your team will gain both practical learning experience in Design Thinking and extensive insights into new products, business models, and customer experiences. Project workshops are suitable for teams who want to apply Design Thinking to a concrete issue from their own work environment. Suitable questions are open-ended and relate to people and human experiences. With a minimum of theoretical input, your team will apply the methods of Design Thinking directly to your problem.

Duration individually by arrangement up to 6 months
Location on your own premises
Participants up to 6 people per team
Fees contact us for a custom quote

Implementing Design Thinking

Our team of consultants brings extensive experience from a wide range of customer projects and work in innovation teams. We would be happy to provide active support as you anchor a new innovation culture in your company and to work together to create an action strategy. The HPI Academy will provide you with a tailor-made offer on how best to implement Design Thinking in your company. In order to anchor the process in the corporate culture, we recommend a combination of introductory training and continued support, either for individual projects or for the concrete implementation of Design Thinking as a method regularly used in your company.
In this compact, intensive format, participants immerse themselves in the culture of Design Thinking and develop a solid understanding of the steps in the process and its basic methodological tools. Addressing an issue relevant to your company, you will go through all 6 phases of the Design Thinking process in small teams. The focus of the Design Thinking sprint is on user-centered empathy work, followed by an evaluation of its results to develop solutions.

**Target Group**
Teams who want to go through a 5-day structured and professionally moderated Design Thinking process to work on their own problem. The Design Thinking sprint is well suited as a kick-off event for corporate projects.

**What you Can Expect**
- You will gain a basic understanding of the Design Thinking process.
- You will learn techniques that can be used to work in teams, in meetings, and/or on complex issues.
- You will develop ideas and concrete prototypes for your problem, which the team will follow up on.

**Agenda**
**Preparation day**
The preparation day is where the question to be addressed in the Design Thinking sprint is identified.

The 5-day design sprint
- **Day 1** Train the teams in the basic methods with a quick run-through of a Design Thinking process and introduction to the topic, understanding the problem, and exploring the problem space.
- **Day 2** Conduct in-depth interviews for user research.
- **Day 3** Evaluate data from fieldwork.
- **Day 4** Develop ideas and build prototypes.
- **Day 5** Test, reflect, and plan further project steps.

**Duration**
1 preparation day + 5 workshop days; optional additional days for further development of prototypes.

**Location**
Hasso Plattner Institute in Potsdam or on your own premises.

**Participants**
Up to 10 people.

**Fees**
Contact us for a custom quote.

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**Duration**
1 preparation day + 5 workshop days; optional additional days for further development of prototypes.

**Location**
Hasso Plattner Institute in Potsdam or on your own premises.

**Participants**
Up to 10 people.

**Fees**
Contact us for a custom quote.
In our complex and dynamic world, a leader’s job is not to take all the decisions. A single leader never knows as much as their team combined. Rather than having all the answers, they need to assess situations and ask the right questions. Therefore, the HPI Academy Leadership program provides a capability framework with key skills and key roles as building blocks.

We customize our trainings to the organizational context, existing culture, and leadership style. LIA is designed for business leaders. Executives and senior managers will learn how to assess and understand situations with a human-centered mindset, manage relationships and boundaries in complex contexts, create an engaging vision, enable their teams to flourish, and thrive in order to build meaningful innovation.

The module Navigation Uncertainty, a Personal Leadership Compass is an optional, extremely effective part of the program. It contains virtual reality components and reveals the behavior of individual leaders in an absolutely authentic way.

LIA can also be offered as a hybrid format, a mix of online and face-to-face modules.

Let’s create this program together!

Location
Campus Hasso Plattner Institute, Potsdam or in your own premises

Participants
- Senior Management
- C-Level Management

Contact us for a custom quote
**Design Thinking Teaser**

The Design Thinking Teaser is a three-hour module that combines theory, practical experiences, and reflection. The format provides an initial, brief insight into the Design Thinking method which participants can immediately put to the test. It is a good way to get to know the approach.

**Agenda**
- **Design Thinking: culture and methods**
  - A compact lecture explains the origin and basic concepts of Design Thinking, illustrated with examples.
- **Innovation in one hour**
  - Participants get to know Design Thinking by running through its phases with a simple, practical challenge. In short intervals, the participants are led from a problem (selected by us as an example) to a tangible innovation.
- **Reflection on the exercise**
- **Final reflection and next steps**

**Duration** 3 hours  
**Location** Hasso Plattner Institute, Potsdam or in your own premises  
**Participants** up to 50 people  
**Fees** contact us for a custom quote

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**Startup Safari**

Berlin is the undisputed center of the German startup scene. In just a few years, the city has successfully developed into a unique biotope for entrepreneurs and creative minds and attracts innovators from around the world. Startups, tech companies, accelerators, incubators, and co-working arrangements are just some of the innovative approaches introduced in this safari. Learn about the working methods of the startups and the people behind them. You will receive valuable inspiration for your own work. If interested, the startup safari can be supplemented by a one-day innovation forum at the Hasso Plattner Institute in Potsdam covering the latest trends in digital engineering.

**Duration** 1–2 days  
**Location** Berlin  
**Participants** 10–30 people  
**Language** German or English  
**Fees** depending on the program requested

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**CORPORATE WORKSHOPS**
Designing Technologies: Virtual and Augmented Reality

Some believe that virtual and augmented reality technologies will change our everyday lives, not unlike what we experienced with the introduction of smartphones. In fact, an increasing number of companies are asking how these technologies work. What part of the hype about virtual and extended reality is true? And what’s in it for your company?

Looking into the future, everything seems feasible. However, it is not the question of feasibility - but rather which user needs will be addressed by the technology - which will be decisive in the successful implementation of these new tools.

Duration 2 days
Location Hasso Plattner Institute, Potsdam or on your premises
Participants 5 - 30 people
Fees contact us for a custom quote

About Us

The Hasso Plattner Institute (HPI) in Potsdam is one of the leading university institutes in Germany in the field of IT and the central hub for Design Thinking in Europe. The HPI Academy makes this expertise available to working professionals.

Since we were founded, we have offered well over 450 company workshops and 40 open courses with more than 11,000 participants in total.

Our team of program managers brings extensive experience from a wide range of customer projects and their work in innovation teams.

Whether for a company-wide rollout or a single workshop, we have the right format for every customer.

We have a network of over 200 trained Design Thinkers who contribute their expertise as coaches.
Program Managers

Our program managers design, lead, and manage our programs and create formats tailored to your needs. They have extensive training in Design Thinking at the HPI D-School and other locations and have extensive experience in strategy and innovation consulting. Through continuous work in companies and our academic surroundings at the Hasso Plattner Institute, we create the perfect link between theory and practice.

ABOUT US

If you have any questions or already have a concrete offering in mind, please get in touch with us: we will be happy to advise you.

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Leadership for Innovation and Agility – LIA
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Your Contacts
About Us

Our Location

Building H, Campus I:
- HPI Main Building
- D.Space

Building E, Campus II:
- HPI Academy
- ProSpace

Selected Customers

- Allianz
- BDI
- Deloitte
- DB
- Fujitsu
- Siemens
- AutoUni
- BASLER
- BOSCH
- DekaBank
- dpd
- Endress+Hauser
- automotive systems
- Festool
- Schneider Electric
- SAP
- UBS
- Swiss

Restaurant
Piazza Toscana
Griebnitzsee

Rudolf-Breitscheid-Straße

Building E, Campus II:
- HPI Academy
- ProSpace

Building H, Campus I:
- HPI Main Building
- D.Space