

# Open Course - Deep Dive

## Design Thinking and agile methods

Learn how to combine Design Thinking and agile methods systematically.

### FORMAT

3-day workshop in Potsdam  
(Thursday - Saturday)

### FEE

3,000.- EUR (excl. tax)

[www.hpi-academy.de](http://www.hpi-academy.de)  
[info@hpi-academy.de](mailto:info@hpi-academy.de)

### DETAILS

- ▶ Date: November 09 - 11, 2017
- ▶ Location: Design Thinking ProSpace at HPI Academy in Potsdam
- ▶ Includes: participation, materials, transport to and from offsite workshop locations if needed, one 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.

### TARGET GROUP

This workshop aims at project managers, design thinking coaches and product owners who want to enable their teams to detect innovative solutions and implement them successfully.

The participants work in small teams and will be guided throughout the whole workshop by experts with long run project experience from both Design Thinking and agile development.

### CONTENT

How can we combine Design Thinking and agile methods in a way that innovative ideas can be transformed into marketable products? In this new workshop format participants will experience how Design Thinking and Agile can be combined in a way that innovative ideas become real products.

The goal of this three-day workshop will be to explore the potentials of both methods from the innovation phase to the actual product design phase.

### WHAT TO EXPECT

- ▶ Experts from different fields introduce examples on how to apply Design Thinking and agile methods to develop innovations

### QUESTIONS CONCERNING THE FORMAT?

Please get in touch with our program manager Holger Rhinow:  
[holger.rhinow@hpi-academy.de](mailto:holger.rhinow@hpi-academy.de) or **0331 5509-201**

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## OUR EXPERTS



### MARKUS ANDREZAK

Markus has more than 15 years of experience in the development of large-scale internet products. Before founding überproduct he worked for a broad spectrum of companies, e.g. eBay Classifieds Group, eBay, AOL, Scout-Group, MyHammer, Gruner & Jahr and at mobile.de, on a permanent basis or as contractor.



### ABRAHAM TAHERIVAND

Abraham Taherivand is a serial entrepreneur in the technology, internet, and consumer goods industries. Since December 2016 Abraham serves as the Executive Director of Wikimedia Deutschland.



### JAN SCHMIEDGEN

Jan is an innovation strategist with a focus on human-centered design. Jan is supporting companies in systemically introducing and scaling innovation approaches such as Design Thinking, Lean Startup and Agile.



### HOLGER RHINOW

Holger Rhinow is one of the Program Managers at the HPI Academy and supported over 70 companies in applying Design Thinking in their innovation projects