

Professional Track



Learn to Manage Complexity

Experience the diversity of design thinking, apply the methods and principles to real projects, and bring what you have learned into your company.

- Format** The course is divided into three modules of three days each, which take place in Potsdam over three months. In addition, individual coaching per telephone is provided between modules. The language of the course is English; teamwork is also possible in German if required.
- Fees** 10,000.- € (plus 19% VAT)
- Target Group** The professional track is tailored for executives who want to use design thinking in their organization as a motor for change and a driver for innovation. They already have experience with Design Thinking or its principles and want to obtain confidence in applying these principles. Their goal is to create a sustainable culture of innovation in their own company that encourages new ways of thinking and supports the long-term development of user-centered products or services.
- Content**
- ▶ **Experiencing** Design Thinking principles (Module 1)
 - ▶ **Applying** Design Thinking principles in real projects (Module 2)
 - ▶ **Transferring** Design Thinking principles to your own company (Module 3)
- The focus here will be on specific company projects that each participant brings into the course.
- What you can expect** The three-month duration of the program will provide the basis for active and long-term project implementation. Working in small groups and with the professional support of experienced coaches creates an intensive learning process. Participants are supported into sustainably improving change processes in their companies and in generating new ideas.
- Questions concerning the format?** Please get in touch with our project manager:
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The Professional Track can be booked exclusively for companies with a minimum of 15 participants and can be conducted „in-house“ with you.