

# Project Workshop



## *Design Thinking for Teams*

*In a team, get both hands-on learning experience in Design Thinking and extensive insight into new products, business models, and customer experiences*

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**Format** 2-5-day workshop in Potsdam oder in your facilities

**Fee** Price depends on the number of participants, the length of the workshop, and the individual concept. We create an individualized offer that meets your needs.

**Target Group** Project workshops are suitable for teams who want to use Design Thinking to address a concrete problem from their own working environment. Well suited issues are those that are open-ended and relate to people and human experiences.

**Content** The HPI Academy develops successful workshop concepts that guide you through your own innovation cycle. Your team will get both hands-on experience in Design Thinking as well as extensive insight into new products, business models, and customer experiences. Project workshops are ideal for teams who want to use Design Thinking for a concrete problem from their own field of work.

**What You Can Expect**

- ▶ An intensive pre-clarification of your problem and the appropriate formulation for working with Design Thinking.
- ▶ An opportunity to work alternately as part of a group and in small teams with a maximum of 6 people, who are individually supervised by a trained Design Thinking team coach.
- ▶ To work either in our Design Thinking rooms, equipped with flexible furniture, prototyping material and enough space for wild ideas, or in a jointly prepared, suitable space on your premises.
- ▶ The direct application of Design Thinking methods to your problem by your team, based on application-oriented theoretical input.
- ▶ Developing a shared understanding of your problem and its individual aspects, as well as a new understanding of the target group and its latent needs and lifeworld.
- ▶ An individualized workshop design containing tools that are compiled or created especially for your problem.
- ▶ A result that will be provided to you as documented prototypes, which you can use for the start of the next iteration in the innovation process.

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Questions concerning the format?

Please get in touch with our project manager:

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