



HPI Certification Program
for Design Thinking Coaches



INTRODUCTION

Design Thinking is one of the world's most popular approaches for establishing a dynamic, user-centric, goal-oriented innovation culture in companies.

The many layers of the approach require well-trained Design Thinking coaches to guide innovation teams safely through the Design Thinking process. For this reason, the Hasso Plattner Institut Academy (HPI Academy) launched the certification program for Design Thinking coaches in 2015.

The certification program requires 20 days of in person attendance spread over one year. Upon completion of the program, participants will have the practical experience and methodological competence to help innovation teams successfully navigate their way through the Design Thinking process.

Since the certification program was established, over 100 Design Thinking coaches have been successfully trained at the HPI Academy.

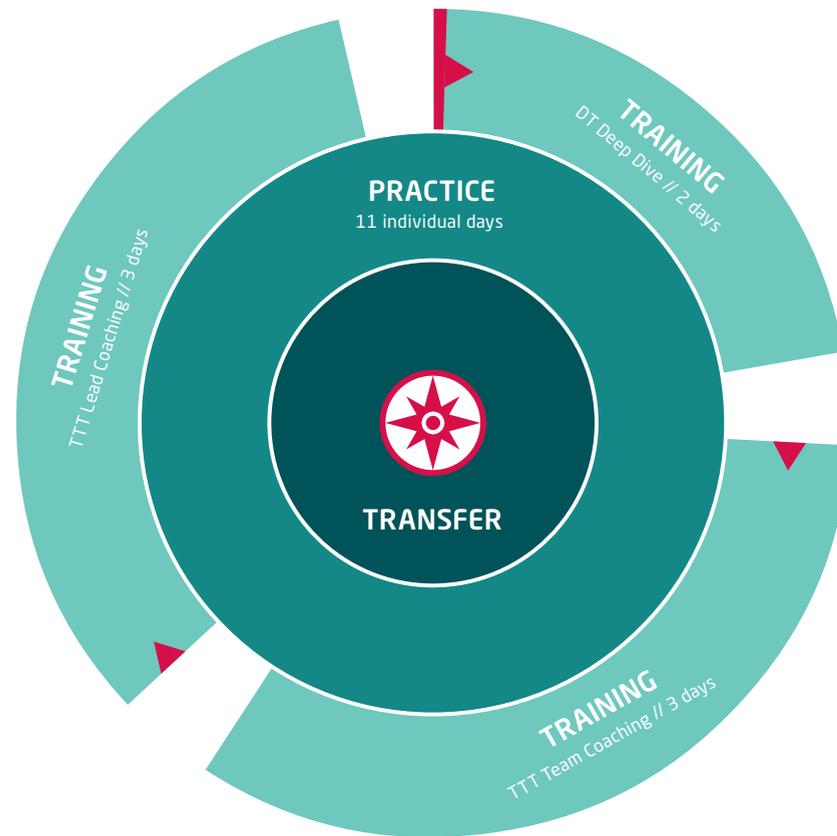
Goals of the certification program

Participants learn

- to recognize the potential of innovation teams and how to activate them,
- to apply and teach the methods and principles of Design Thinking in various organizational contexts,
- to discover their own coaching style and develop their coaching skills.

THE CURRICULUM

The participants in the Design Thinking coach certification program will complete 20 days of in person attendance spread over one year. During this time, all of the components related to training, practice, and transfer can be completed.



TRAINING	8 days
Design Thinking Deep Dive	2 days
Train the Trainer: Team Coaching	3 days
Train the Trainer: Lead Coaching	3 days
PRACTICE	11 days
Practical Experience	11 days
These dates will be agreed individually with each participant.	
TRANSFER	1 day
Masterclass	1 day
Virtual Experience Exchange	optional

Who is the intended audience of the certification program?

The program is aimed primarily at experienced Design Thinkers. In addition, coaching and/or teaching experience is helpful. The program thus targets the following groups:

- People who practice Design Thinking in professional contexts and want to teach it to others
- Teachers, trainers, and coaches who want to expand their methods portfolio
- Consultants and strategists in the public, private, and non-profit sectors who want to work as coaches in organizations.

A quick look at the advantages of the certification program:

- Certificate from the Academy of the Hasso Plattner Institute, the European hub for Design Thinking
- Continuous exchange between the HPI Academy and other members of the Global Design Thinking Alliance (GDTA) for improving the training of Design Thinking coaches
- A unique combination of teaching and research on the HPI campus
- High level of practical experience: at the end of the training, participants will already have 11 days of practice engaging in a wide range of coaching experiences.
- Practice days are organized individually, allowing the program to fit in readily with participants' everyday professional lives
- Continuous individual feedback from experienced Design Thinking coaches
- A detailed coaching manual
- Admission to the large HPI alumni network of Design Thinking coaches

TRAINING

► 8 days

The training part of the program consists of three workshops: the two-day Design Thinking Deep Dive and the two three-day workshops, Train the Trainer Team Coaching and Train the Trainer Lead Coaching.

Design Thinking Deep Dive

This workshop forms the basis for the certification program and dives deep into two central aspects of Design Thinking: the mindset and the process. This creates the basis for the transition to coaching Design Thinking teams.

Learning objectives

- An in-depth examination of the Design Thinking mindset
- Reflection of the central principles of Design Thinking
- Definition of objectives in different process phases
- Linking of the different process steps

Train the Trainer: Team Coaching

The first Train the Trainer focuses on team coaching. Over three days, participants are given various opportunities to try out their skills as team coaches in a safe space. In the process, continuous, intensive support is provided by experienced HPI coaches as participants prepare, implement, and reflect on their coaching.

Learning objectives

- Accompany teams through Design Thinking processes
- Analyze and understand team dynamics
- Select the correct Design Thinking methods and use them skillfully
- Give constructive feedback

Train the Trainer: Lead Coaching

The second Train the Trainer focuses on designing and implementing Design Thinking workshops. These aspects are learned and practiced through various exercises. In addition, the trainee coaches learn to play with the methods and tools in different contexts and to make intentional, thoughtful selections from among them.

Learning objectives

- Design and implement Design Thinking workshops
- Plan workshops in a targeted, yet flexible way
- Communicate effectively with project partners
- Moderate various workshop elements

PRACTICE

► 11 days

Within the certification program, participants gain 11 days of practical experience. Here the trainee coaches can further develop their coaching skills and their individual coaching styles. Trainees are continuously accompanied and supported on this journey by experienced Design Thinking coaches. By applying the methods they have learned to a variety of real coaching situations, participants experience how the methods and principles of Design Thinking work in different organizational contexts.

The certification program offers three types of practical experience:

- Participants shadow experienced Design Thinking coaches in the academic program at the HPI School of Design Thinking (D-School); the focus here is on observing different coaching styles and understanding longer-term Design Thinking formats.
- Participants can also shadow experienced coaches leading the executive education workshops at HPI Academy; these are usually shorter formats (mostly 2–3 days).
- Participants also have the opportunity to prepare and conduct their own Design Thinking workshops, in which teams of trainee coaches create a Design Thinking experience from start to finish.

The coaches of the certification program are always available to give participants detailed feedback on their coaching.

TRANSFER

► 1 day

During the certification program, the HPI Academy offers formats designed to help participants reflect on their learning experiences and transfer them to their everyday work. This allows participants to further deepen their experiences on their learning journey.

Masterclasses

Master classes are individual events in a workshop series with different thematic focuses. The topics of these workshops range from methodological explorations (e.g., non-verbal communication or team dynamics) to special applications of Design Thinking (e.g., in social innovation or implementation in corporate strategy) to new, innovative formats (e.g., yoga thinking). Participation in at least one master class is required for the program. As a rule, we offer three to four master classes per semester.

Virtual Experience Exchange (VEE)

The VEEs are intended as an platform for current participants and graduates of the certification program to exchange experiences. Here, two coaches from the program report on how their company or organization is working with Design Thinking. After the short presentations, the audience can ask questions. The VEEs take place online.



Your application

If you are interested in participating in the certification program, we look forward to receiving your application. This should include the following:

- a completed registration form
- your résumé/CV
- a meaningful letter in which you briefly describe your personal motivation for participating in the program. In addition, please explain how your previous experience fits into the framework of the program. And finally, we are interested in what you can personally contribute to the program.

Further information on how to upload your application documents can be found at: www.hpi-academy.de/zertifizierung

Course language: bilingual (German/English), workshops in training and transfer modules are in English. Inputs and presentations are in English. The teams work either in German or English, depending on the preference and ability of the team members.

Upon graduation, participants receive a certificate from the HPI Academy and become part of a large alumni network.

Costs: **17.500,- EUR** (plus. 19 % MwSt.)

Contact

Please direct any questions to the program coordinator:

Dr. Julia Oberhofer

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Testimonials

“The training at HPI was 100% practice-oriented and created the ideal conditions for me to establish the method at KfW and carry out successful Design Thinking projects. Initial successes are already evident in new products, optimized processes, improved cooperation with partners, as well as cooperation among colleagues after the projects. A lot has changed.”

Kristian Schneider, KfW



“The HPI DT coach certification programme has really given me the skills, knowledge & confidence to mentor and facilitate multifunctional development teams back @ Bosch. I learnt (by doing) many DT techniques and methods which help to encourage creativity and innovation. Learning from experienced DT coaches and DT gurus in a co-working environment enabled me to realise the importance of exploring to become informed before going to ideation.”

Andy Barber, Bosch



“I would definitely recommend the certification program because it was a great source of inspiration for me. With each step, I developed further and each time I was inspired to think differently again.”

Elena Habermann, VW



“Just do it! The mixture of theory, practice with the other participants and above all the great experiences in the pop-up workshops have made me a good and enthusiastic Design Thinking Coach!”

Kerstin Jourdan, KfW

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