

Hands-On Workshop

Design Thinking and Corporate Change

**A cooperation between ESMT Berlin and
Hasso Plattner Institute Academy Potsdam**

- ▶ **March 23 - 25, 2022** · Potsdam/Berlin
- ▶ **October 19 - 21, 2022** · Potsdam/Berlin



Hands-On Workshop

DESIGN THINKING AND CORPORATE CHANGE

The business world of the 21st century is experiencing a dramatic shift. Reinforced by digitalization and a globalized competitive environment, companies have become aware of the necessity to better understand their customers and build lasting ties with them. Markets are moving from “technology push” to “market pull”. Even the most traditional companies establish innovation hubs to explore new customer-centered business models, creating user journeys and a unique user experience of their products and services.

Within this movement, Design Thinking has become one of the business standards in the corporate world to enhance human centered innovation. It focuses on the user’s actual needs and provides a highly structured, guided process to facilitate ideation and better ignite and steer organizational capabilities to innovate.

Innovative ideas emerge and are tested with users early on. First prototypes are built. But many of these potentially game-changing innovations never pass organizational hurdles, they end without top-level support in the middle of the innovation funnel, and slowly die. All efforts of the Design Thinking teams are in vain, if they cannot stimulate sustained traction to translate prototypes into real products. Strategically positioning their solutions, winning over key internal stakeholders, identifying the right channels and resources are crucial success factors for corporate innovators.

The Hands-On Workshop *Design Thinking and Corporate Change* encompasses these two dimensions of the innovation process, with two leading players in Germany’s ecosystem of executive education, HPI Academy and ESMT Berlin, combining their expertise: HPI Academy provides the hands-on Design Thinking input and insights on implementing Design Thinking in companies. ESMT Berlin contributes its expertise in organizational change and change strategies.

The workshop starts at HPI Academy in Potsdam-Griebnitzsee, where participants get acquainted with the mindset of human centered innovation and the Design Thinking process and working culture. Based on a real challenge of a corporate player, participants

form small teams, conduct interviews with potential users, and develop ideas and test prototypes. With coaches of the HPI Academy, they are guided through each step of the Design Thinking process, getting acquainted with tools they can later apply in their project work and daily business.

Day 2 of the workshop focuses on the refinement of the prototypes, testing them with potential users, and preparing pitches. The teams use a conceptual tool to reflect how the next steps of the implementation process could be initiated. The teams present their solutions to a representative of the corporate player that provided the challenge, followed by concrete insights how that company implemented Design Thinking methods in their innovation process. The day ends with a happy hour and a networking get-together.

On Day 3, participants move to the ESMT Campus in Berlin-Mitte. In a shift from smaller teams to a shared group experience, from experiential learning to interactive lectures, participants get to know strategies on how the implementation of new practices (and initiatives) can be fostered and improved. How can internal change processes be triggered? How can peers and stakeholders be convinced? Which communication strategies can be applied? The workshop ends with a real case example of successful implementation and change.

The Hasso Plattner Institute (HPI) is one of Germany’s leading university institutes for IT and Europe’s largest hub for Design Thinking education. Participants benefit from the close cooperation with the HPI School of Design Thinking and the Stanford d.school as well as the exchange with the Design Thinking Research Program. Through the HPI Academy, these resources are also available to professionals.

ESMT Berlin was founded in 2002 by 25 leading German companies and institutions. In 2020, ESMT Berlin placed 10th globally in the Financial Times Executive Education ranking and 9th in Europe and 1st in Germany in the European Business School Ranking.

Methods

The first part of the workshop is based on an experiential, hands-on approach. Group work, real-life interviews, prototyping, and testing are core ingredients of the individual and collective learning process. In the second part on organizational implementation, interactive lectures, classroom discussions and real cases encourage participants to reflect on their own organizational dynamics and transfer the insights to their companies. The highly interactive design of the workshop allows for intense networking and sharing of experiences in a setting of like-minded people facing similar challenges.

Who should attend

Managers and executives eager to learn and implement new processes and tools of customer-centricity, both within their organizations as well as when they are in contact with their external customers and users of their products and services.

Individual key benefits

Participants will get acquainted with the principles of Design Thinking and familiarize themselves with the major steps of this process: understanding the needs of internal and external customers and gaining empathy for them, conducting interviews, implementing creativity methods, as well as prototyping and testing.

Participants will enhance their ability to trigger user-centered innovation in the managerial practices of their firms. Of course, there is no „One-Size-Fits-All“ blueprint for successful change management, because all companies are different. However, they will receive practical advice on how to establish networks of like-minded people and refine their communication skills to convince their peers across hierarchies.

Complemented by a real-life business challenge presented by an external guest speaker, the program also expands the horizon of participants offering up-to-date insights within the field of innovation and customer-centricity.

Topics include

- ▶ The changing landscape of innovation: customer centricity as the driving factor
- ▶ Applying Design Thinking methods to a real challenge from the business world
- ▶ Conducting interviews with customers and stakeholders
- ▶ Tools for implementing organizational change: discussion of potential hurdles and pitfalls
- ▶ Communication techniques and best practices of stakeholder management
- ▶ Communicating change stories and dealing with resistance
- ▶ Gaining insights from users of products and services
- ▶ Communication techniques and best practices of stakeholder management

Details

DATES March 23 - 25, 2022 · Potsdam/Berlin
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VENUE Days 1 + 2 **HPI Academy**
Day 1: 9 am - 6 pm August-Bebel-Straße 88
Day 2: 9 am - 7 pm 14482 Potsdam

Day 3 **ESMT Berlin**
Day 3: 9 am - 4.30 pm Schlossplatz 1
10178 Berlin

COSTS EUR 3,500.- (plus 19% VAT)
Includes: participation, materials, happy hour and networking get-together on day 2.
Participants receive a joint certificate from HPI Academy and ESMT Berlin.

ACCOMMODATION Participants are entitled to a reduced per night rate at the Cosmo Hotel Berlin Mitte.

WORKSHOP LANGUAGE Inputs and presentations are in English.

PLEASE REGISTER HERE www.hpi-academy.de/esmt

FACULTY

Flavia Bleuel



In the last 15 years Flavia Bleuel, Program Lead Corporate Innovation at the HPI Academy, has guided organizations from various industries and of different sizes in their transformation towards human-centered innovation, agile leadership, and crossfunctional collaboration. She is responsible for designing and running leadership development formats like *Leadership for Innovation and Agility*, *Navigating Uncertainty - Personal Leadership Compass* or *Strategic Visioning*. Furthermore, she leads co-operation formats with Business Schools like HEC Paris, London Business School or ESMT. Flavia has helped shape the curriculum of the HPI School of Design Thinking in Potsdam. Prior to this, she worked as researcher, lecturer, and innovation coach at the UdK Berlin. There she built a user research lab from scratch.

Selina Mayer



As a Program Lead Corporate Innovation at the HPI Academy, Selina Mayer facilitates and consults both design thinking workshops and solution driven long term projects. She has an academic background in business psychology and design thinking, including experiences in different international institutes made possible by scholarships from Fulbright and Duke University. These two fields mentioned above are responsible for her overall interest in user-centered design and her passion for human behavior. Having already worked for a multinational engineering company and a small Berlin start-up she has experience of very different infrastructures of businesses big and small, traditional and modern. Overall, she has a special interest in organizational transformation and new ways of leadership needed for these changes.

Hilde Rosenboom



Hilde Rosenboom designs and leads trainings and projects for human-centered innovation and agile work as Program Lead Corporate Innovation at the HPI Academy. Her focus is on leadership, implementation of Design Thinking and organizational transformation. She has working experience both in a multinational enterprise and as a freelancer. She combines an eye for detail with an eye for the big picture. Her academic background is in cultural studies, sociology, ethnology and design. She studied at TU Berlin, TU Delft and Hafencity University Hamburg.

FACULTY

Ulf Schäfer



Ulf Schäfer is an Associate Professor of Practice Leadership, Organization & Human Resources of SDA Bocconi in Milan and an affiliated program director at ESMT Berlin. He studied Philosophy, Mathematics, Logic and Theory of Science in Bonn, Knoxville, and Berkeley as well as Business Administration in Rotterdam and London (Canada). Ulf was a lecturer of Philosophy at Bonn University, a strategy consultant with A.T. Kearney, a co-founder of The Launch Group, a manager at DaimlerChrysler, and the director and head of strategy consulting at Sapient. Between 2005 and 2019, Ulf contributed to establishing ESMT as a global leader in Executive education.

Bianca Schmitz



Bianca Schmitz is a director of leadership development programs at ESMT Berlin and has been one of the founding directors of the Hidden Champions Institute (HCI). Additionally, she is a director of knowledge transfer at the Bringing Technology to Market (BTM) Center. She is also responsible for establishing new international alliances with other business schools, institutions and networks, such as the Global Network for Advanced Management (GNAM). Her research has been published in journals such as Industrial Marketing Management and Journal of Family Business Management. Beyond academic research, Bianca has published a number of case studies and managerial articles on hidden champions and digital transformation. Her focus is on impact of global trends on hidden champion's business practice and innovation management. Bianca is a firm advocate and practitioner for designing individualized learning journeys to create sustainable impact.

Jens Weinmann



Jens Weinmann is a program director at ESMT Berlin. He runs ESMT's open program "Innovation As a Corporate Model" and serves as a mentor at the Startup Bootcamp Berlin. His research focuses on the analysis of innovation strategies and regulation, with a special interest in energy and transport policy. He graduated in energy engineering at the Technical University of Berlin and received his PhD in decision sciences from the London Business School. His academic experience includes fellowships at Harvard University's Kennedy School of Government and the Florence School of Regulation, European University Institute.

CONTACT AND DIRECTIONS

For any questions concerning the workshop,
please contact:

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<https://execed.esmt.berlin/open-programs/innovation-and-digital-transformation/design-thinking-and-corporate-change>

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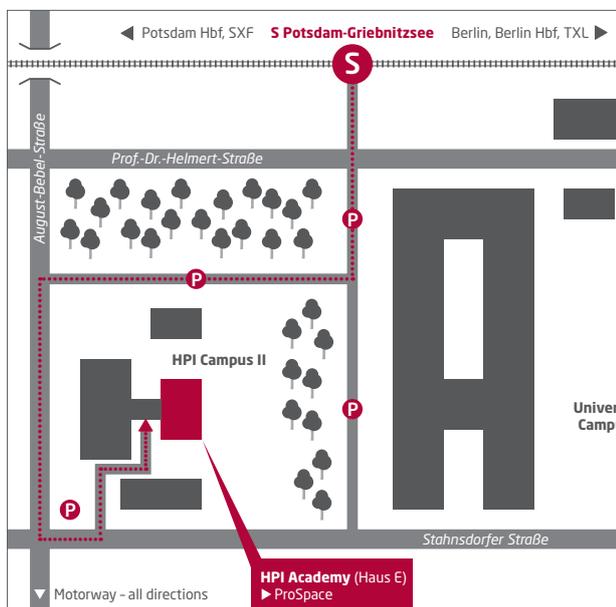
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