



# **In-Depth Knowledge for Successful Innovation and Transformation**



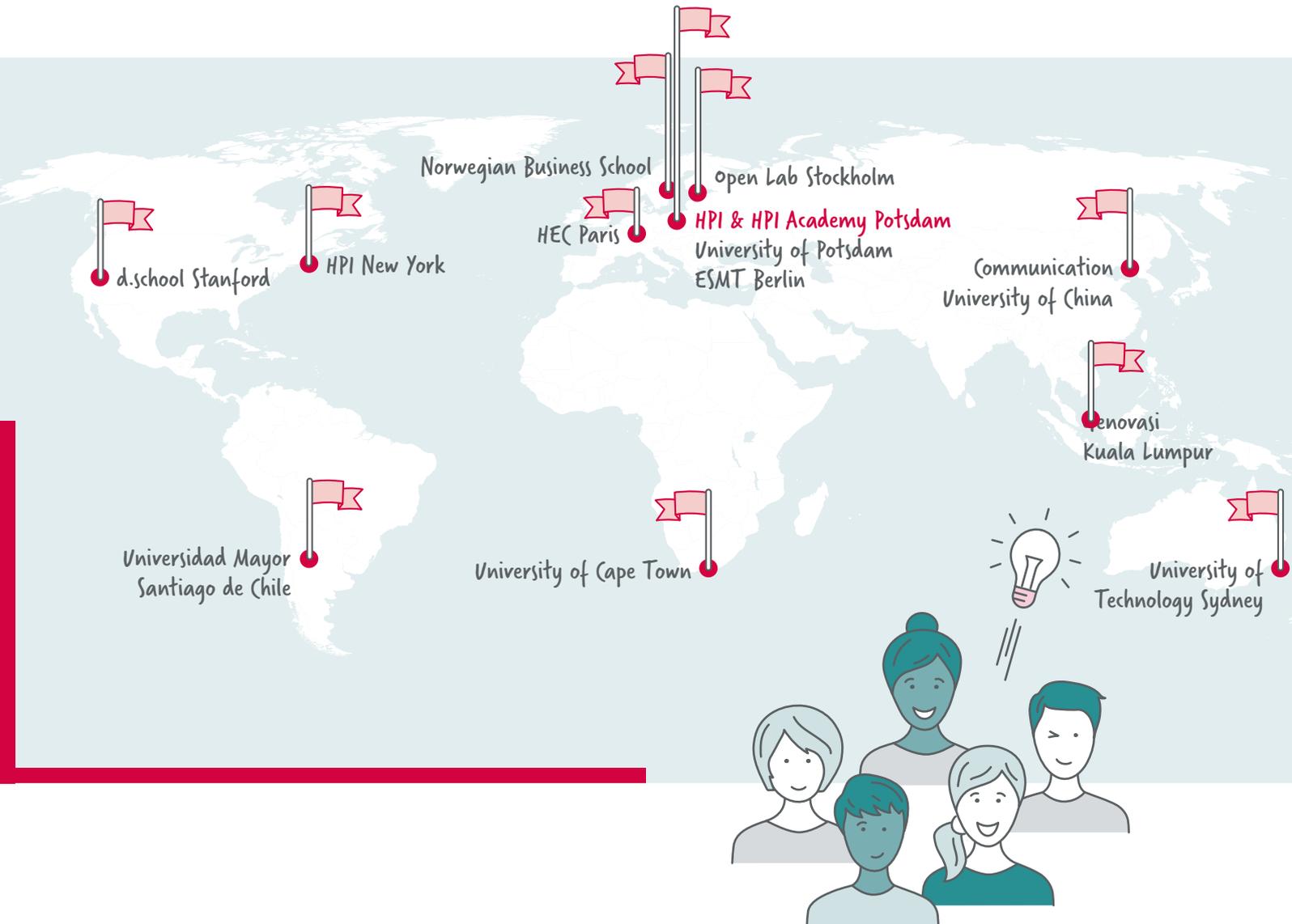
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1.

# Our global network



## 2.

# Innovation can be learned

Digital transformation, ever faster product cycles, new work structures, innovation and change processes pose major challenges for companies and employees and, at the same time, offer many opportunities that need to be exploited. The wide-ranging portfolio of the HPI Academy has answers to these challenges. Based on scientifically founded, specially developed learning models and teaching methods, our excellently trained coaches pass on their experience and knowledge from hundreds of innovation projects.

The HPI Academy empowers, qualifies, and certifies professionals and executives in diverse fields and supports them in their individual learning journeys.

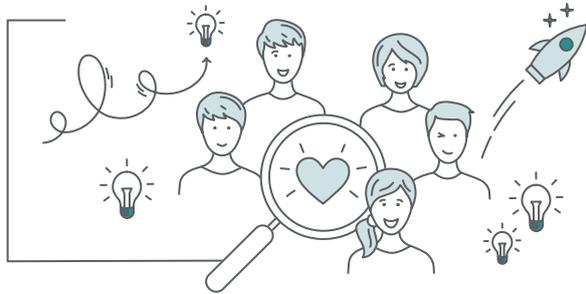


We also accompany entire companies or interdisciplinary teams in the following project areas: Innovation & Transformation, IT & Digitalization, and Leadership. We are your “trusted partner” if you want to change the work culture in your company and implement agile methods such as Design Thinking or build and expand agile leadership competencies.

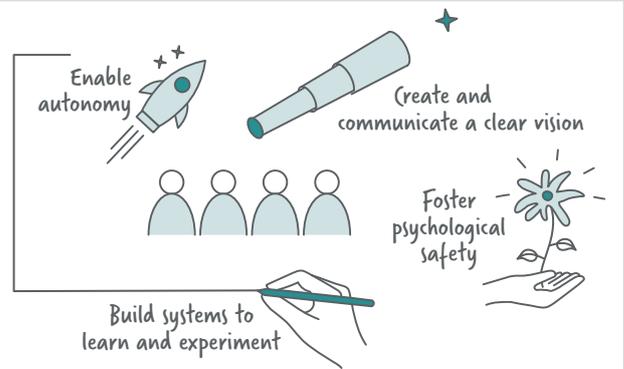
As a Center of Excellence and through our connection to the Digital Engineering Faculty of the Hasso Plattner Institute (HPI) as well as to the University of Potsdam and partnerships with international business schools such as the Center for Professional Development in Stanford, the ESMT Berlin, the HEC in Paris, or the Norwegian Business School in Oslo, the HPI Academy guarantees the highest academic standard of education and training formats. We offer a practical approach to outstanding knowledge development that is international and scientifically based.

# 3.

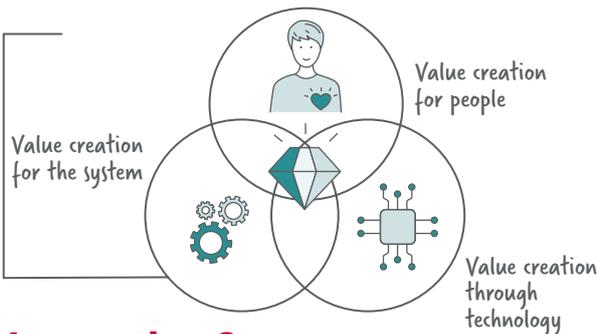
## Our topics & competences in the field of further education



**Design Thinking**



**Leadership**



**Innovation & Transformation**



**IT & Digitalization**

# 4.

## Once a Design Thinking pioneer - today a Center of Excellence for professional development

### Digital Engineering

Future SOC Lab  
Open HPI  
HPI School Cloud  
Cyber Security  
IT Systems Engineering  
Data Engineering  
Digital Health  
AI & Clean IT

### Partnerships

Public Partnerships  
University Partnerships  
Corporate Partnerships

### Entrepreneurship

Digital Entrepreneurship  
E-School  
Startup Safari  
HPIX

### Design Thinking & Innovation

Digital Transformation Programs  
Design Thinking for Professionals  
HPI Neuro Design Initiative  
D-School Student Programs  
Leadership Programs

Emerging from the Hasso Plattner Institute's Digital Engineering Department and networked with numerous research institutions, the HPI Academy guarantees the best professional educational experiences with academic standards.

Through:

- a close connection between science and practice;
- partnerships with public and private educational and research institutions as well as hundreds of companies from all industries;
- an actively orchestrated network of industry and high-level executives;
- long-standing and renowned experts as well as top international coaches.

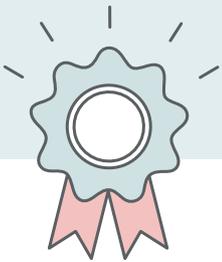
5.

## The best for your success: individual learning journeys & certificates at the HPI Academy

The HPI Academy offers training, certification, and implementation from a single source.

Many of our workshops and programs are built in a modular way and offer the opportunity to design learning journeys individually, for individuals as well as for teams and entire companies.

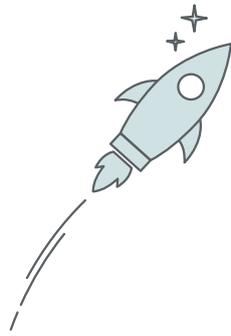
In the area of Design Thinking, we offer workshops for all experience levels and offer a unique certification program. After completion of the workshop, participants receive a certificate of participation. In addition, they can take these certificate programs with us:



- **License:** HPI Certification Program for Design Thinking Coaches
- **HPI-Stanford Certificate:** Leading Digital Innovation & Transformation
- **HPI Certificate:** Strategic Design Thinking Project Team Leader
- **HPI Academy:** Certificate of Innovation Excellence

# 6.

## Events



Information on other events such as Connect & Do Day or the D.Confestival can be found on our website.



### Top-class: Innovation Excellence Talks

The exclusive "Innovation Excellence Talks," organized by the HPI Academy together with the Hasso Plattner Foundation, take place twice a year in Potsdam.

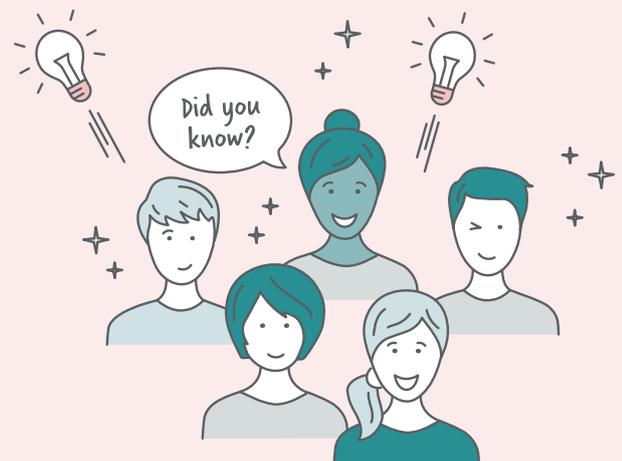
We invite Germany's most important innovation and digitalization experts, who give an exclusive audience insight into the latest trends and developments in science, business, and the startup scene - followed by a Q&A session.

This is a great opportunity for key influencers from the future fields of business and technology to network with partners and alumni of the HPI Academy, the Hasso Plattner Institute, and the Hasso Plattner Foundation.

### Inspiring: our free Masterclasses

As part of the alumni program, the HPI Academy regularly offers exclusive events with well-known personalities such as TV presenters or our top coaches on various topics.

Together with ESMT Berlin, the HPI Academy also organizes open, interactive master classes that particularly focus on leadership and intrapreneurship topics. This joint platform serves to exchange experiences with leading experts from diverse industries and company sizes. Inspiring insights and lessons learned show how the digital transformation of companies and industries can succeed.



# 7.

## Seasonal formats: Winter School & Summer School (starting 2023)

Our Summer and Winter School programs run approx. 5 days and take place outside the semester. Our programs are designed for leaders and managers from enterprises and public organizations as well as faculty, academic staff, and students (BA, MA as well as PhDs & PostDocs) from universities and other academic institutions.

On our spacious campus in Potsdam, we offer various academic, topic-specific courses in English. In addition to the workshops and lectures, we have created a great cultural program, including excursions, and leisure programs.



Winter School

# Trust in Leadership and Management

**Winter School**

5 days in German

**4,700 EUR** (plus VAT)

## Leadership

### Intro

Trust - everyone agrees - drives successful organizations. In today's VUCA world, trust is more important for organizational success than ever before. Effective responses to uncertain and complex challenges in business or government call for exploration, experimentation, and innovation. However, exploration in agile and self-governed teams can only provide real value when based on a solid foundation of trust between all stakeholders.

During the Winter School you will explore and learn to apply a model to analyze and measure trust in organizations and leadership practices. You will design effective leadership strategies that build sustainably trust in and between teams.

### This is what you can expect

This Winter School will enable participants to build trust-based agile and self-organizing teams. Based on the "The Tree-of-Trust" Model - developed in Paris, in 2012 by Pierre Winicki - the program will empower participants to

1. objectively analyze the constituting factors of trust in team contexts;
2. assess and measure trust when facing leadership and management challenges;
3. identify the levers of action and design effective strategies to strengthen trust in team or organizational contexts.

The Tree-of-Trust Model emerged after three years of research led by the 100 contributing experts of the think tank "Institut Confiances."

### This Workshop is ideal for

- leaders and managers that face complex and uncertain challenges in increasingly turbulent environments;
- leaders of innovative, agile, and self-organized teams at all levels and those in charge of digital and agile transformation projects;
- consultants who are looking to expand their toolbox.

### How to continue your learning journey:

#### Navigating Uncertainty

Navigating teams through uncertain situations with agile leadership practices and mapping strategies

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#### Innovation and Agility - Experience and Enable

Experiencing Design Thinking teamwork and applying agile leadership practices

→ [page 23](#)

#### Leadership Coaching

Mix of leadership development, sparring, and strategic consulting

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8.

## From A to Z - our workshops and programs

**Only we have it all:**  
→ In English & German  
→ On site & online  
→ As open & exclusive workshops

Unless otherwise specified, our workshops and programs are available in both English and German, in face-to-face and live online formats.

Almost all workshops and programs can be booked for individuals as well as for teams and organizations and are designed accordingly. The prices quoted here refer to individual bookings, exclusive corporate workshops are calculated according to the duration and number of participants.

Further information such as workshop and program details, a detailed agenda, all bookable dates in your desired language, as well as requirements for participation, etc. can be found on our website.

The QR code will take you directly to the respective offer.





Project team leader

# Design Thinking - Professional Track

**Certification program**

3 months

**10,000 EUR** (plus VAT)

Design Thinking

Innovation & Transformation

## Intro

Leading comprehensive innovation and transformation projects means operating in dynamic complexity. This program focuses on Design Thinking as the agile strategy to effectively manage the natural unknowns of change processes. You will experience the fundamental Design Thinking principles, apply tools and methods with the strongest impact on an innovative culture, and train your skills as Design Thinking team leader in your company project. **Upon successful completion of this workshop, you will receive certification as a "Strategic Design Thinking Project Team Leader."**

## This is what you can expect

- Development and growth of your skills as team leader in innovation and transformation projects.
- Application confidence of Design Thinking methods, mindset, and principles to develop your own lighthouse project with an implementation roadmap as a replicable blueprint.
- Knowledge and application of effective methods and principles to manage team dynamics.
- Development of your project "big picture" for use as a buy-in for all project stakeholders.

## The format is ideal for

- decision-makers and team leaders who need a strategy and toolbox to guide change processes and close the gaps that are hindering agile workflows.
- Participants with general knowledge of agile innovation approaches or advanced Design Thinking experience are equally welcome since the program focuses on real-life project work in diverse teams.

## How to continue your learning journey:

### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

→ [page 20](#)

### [HPI-Stanford Certificate Leading Digital Transformation and Innovation](#)

Integrated training program specifically for executives, in cooperation with Stanford

→ [page 25](#)

### [Strategic Design Thinking for Every Day](#)

Comprehensive look at the potential of Design Thinking, going beyond methods and tools

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Deep dive

# Design Thinking Advanced

## Workshop

3 days

**3,000 EUR** (plus VAT)

### Design Thinking

#### Intro

Since 2009, several thousand professionals from all industries have learned about Design Thinking on the Hasso Plattner Institute campus. Many already use the methods in their daily work and as part of innovation projects. At the same time, it has become apparent that many have the need to gain even more confidence in practical use under the guidance of experienced coaches. That's why we offer the opportunity to engage with other practitioners in Design Thinking even more intensively during this intense 3-day workshop.

#### This is what you can expect

- Experienced Design Thinkers will gain more confidence in applying the method.
- The course offers you the opportunity to intensively practice the most-used Design Thinking methods under the guidance of expert coaches.

#### The format is ideal for

- specialists and executives, team and project leaders, trainers and consultants, as well as employees from all industries who have already come into contact with Design Thinking and gained experience in its use (e.g., through an introductory course such as our Design Thinking Introduction).

#### How to continue your learning journey:

##### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

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##### [Design Thinking Sprint](#)

Kick-off format for large-scale corporate projects

→ [page 17](#)



# Design Thinking Basic Track

**One-year study  
program**

16 weeks+ in English

Self-payer: **10,000 EUR**  
Company rate: **15,000 EUR**  
(each plus VAT)

## Design Thinking

### Intro

Studying at the HPI School of Design Thinking is also possible for professionals. Together with students of the Design Thinking Basic Track, you experience Design Thinking in practical group work on real-world projects over the course of a semester. The Basic Design Thinking study program is the first part of the one-year Design Thinking education offered at the HPI School of Design Thinking. The Advanced Track builds on this and can be booked directly through HPI.

### This is what you can expect

- As a participant you will learn and experience the method via practical group work based on projects realized with external project partners from business and society.
- In the hybrid Basic Track program, you will gain the knowledge, skills, and creative confidence to apply the fundamentals of the iterative Design Thinking approach and innovative work culture.
- You will be empowered to develop human-centered solutions to complex problems.

### The format is ideal for

- professionals who want to explore Design Thinking in a more academic setting;
- professionals who want to deal with the topic of Design Thinking in a particularly intensive and scientifically sound manner.

### How to continue your learning journey:

#### [Design Thinking Advanced Track](#)

(one semester for students at the HPI D-School)

Open exclusively to recent graduates of the Design Thinking Basic Track. Application only via the HPI D-School.

#### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

→ [page 20](#)

In cooperation with the ESMT Berlin

# Design Thinking and Corporate Change

## Workshop

3 days in English

**3,500 EUR** (plus VAT)

### Design Thinking

#### Intro

HPI Academy and ESMT Berlin, two leading players in Germany's executive education market, have united to combine their expertise for this 3-day hands-on program. HPI Academy provides participants high-level Design Thinking input and insights into the application of Design Thinking in organizations. ESMT Berlin contributes its expertise in organizational change and implementation strategies.

#### This is what you can expect

- You learn with the methods of the Design Thinking approach that ideas can be improved within the entire corporate value chain, from internal process optimization and digitalization to customer contact in both the B2B and B2C areas.
- Participants will learn how to implement and defend innovations even in the face of internal business resistance.

#### The format is ideal for

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

#### How to continue your learning journey:

##### [Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

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##### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

→ [page 20](#)

##### [From Design Thinking Prototypes to Agile Projects](#)

Simulates the translation of a complex product idea into implementation

→ [page 19](#)





# Design Thinking Sprint

## Project / workshop

6 days +

EUR: upon request

### Design Thinking

#### Intro

In this compact, intensive format, participants immerse themselves in the culture of Design Thinking and develop a solid understanding of the steps in the process and its basic methodological tools. Addressing an issue relevant to your company, you will go through all six phases of the Design Thinking process in small teams. The focus of the Design Thinking sprint is on user-centered empathy work, followed by an evaluation of its results to develop solutions. The sprint format is perfect to get yourselves started as a team and to start storming and performing.

#### This is what you can expect

- You deeply dive into the Design Thinking culture and develop a solid understanding of every step of the process and its tools and methods.
- With the help of an internal Design Thinking challenge, the participants will run through the whole Design Thinking process in small teams.
- Design Thinking Sprint focuses on user-centered empathy building and the development of testable solutions.

#### The format is ideal for

- innovation and project teams who want to work fast on an internal issue supported with the Design Thinking process.

#### How to continue your learning journey:

##### [Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

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##### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

→ [page 20](#)

##### [From Design Thinking Prototypes to Agile Projects](#)

Simulates the translation of a complex product idea into implementation

→ [page 19](#)



HPIX

# Development of Digital Product Ideas

## Project workshop

6 weeks +

EUR: upon request

Design Thinking

Innovation & Transformation

IT & Digitalization

## Intro

HPIX is our internal design studio that develops your product ideas within a short period of time. As soon as you have developed an innovative idea in a workshop or project, the clock is ticking. We pull together a team of domain experts, designers, and developers who translate your idea into a digital prototype in just a few weeks. We deliver the prototype to you with a detailed implementation strategy and the necessary technical specifications. In this way, we create the basis for implementation and enable you to carry out the targeted testing of the solution with the first customers.

## This is what you can expect

→ Together with you, our in-house Design & Development team will develop your idea into a digital prototype.

## The project workshop is ideal for

→ HPI Academy customers, as well as innovation & development teams, who have come up with new digital ideas in workshops and projects that they want to implement quickly and professionally.

## How to continue your learning journey:

### Strategic Visioning

Development of a common understanding of the vision and the strategic goals

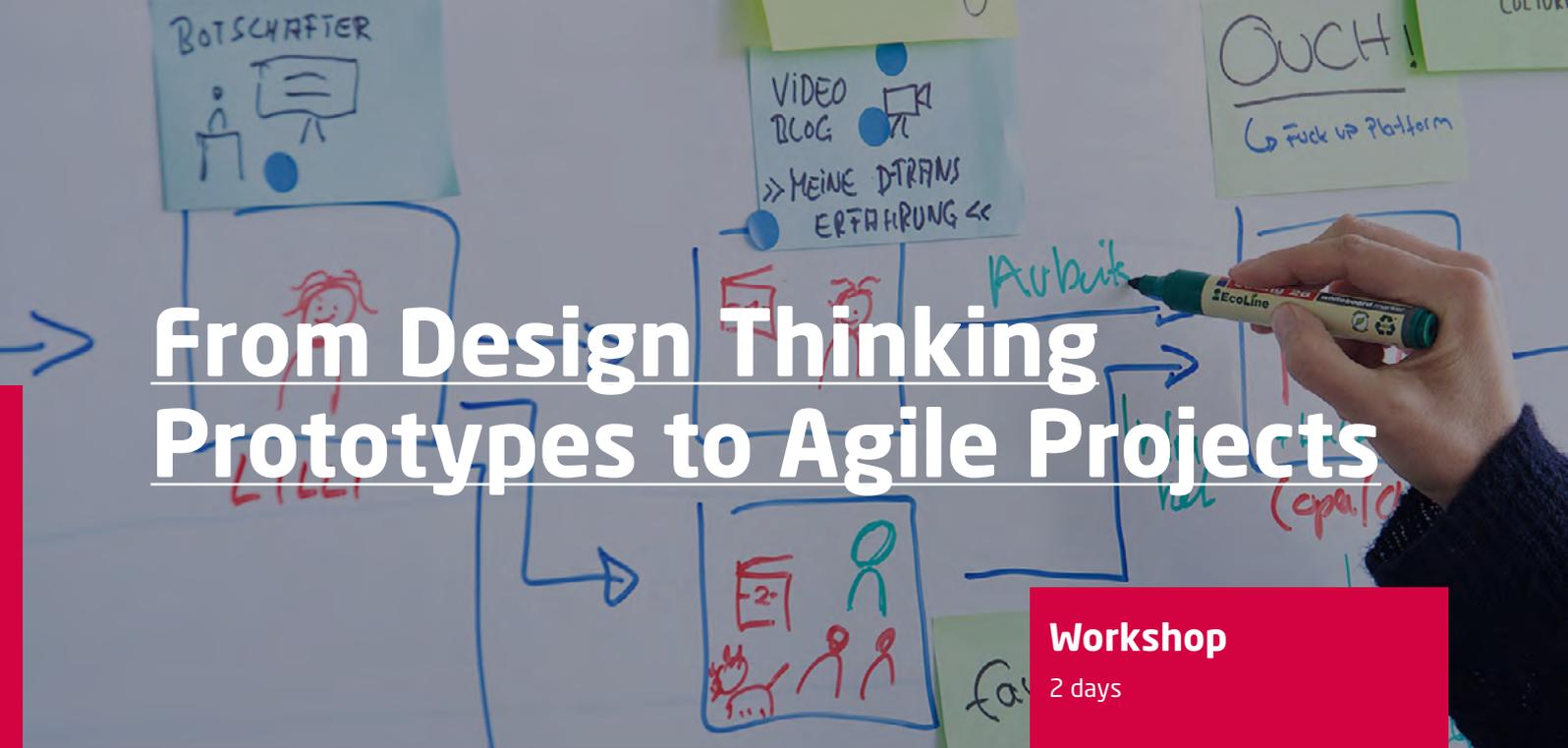
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### Design Thinking Sprint

Kick-off format for large-scale corporate projects

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# From Design Thinking Prototypes to Agile Projects

Design Thinking

IT & Digitalization

**Workshop**

2 days

**2,500 EUR** (plus VAT)

## Intro

Inspirational new ideas for complex problems often fail in implementation. In this workshop, the participants occupy themselves with the interface at which the idea is translated into a product. The participants work in small teams to translate a product idea into a product. They use the 3 tools that are implemented in agile practice: 1. User Stories and Maps, 2. the Product Backlog, and 3. the Strategic Roadmap. All tools are industry-relevant and have individual strengths and limits that can be directly experienced in this workshop.

## This is what you can expect

- The translation of a complex product idea into implementation is simulated in this workshop.
- You will develop plans for the agile implementation of a given product idea.
- You can discuss your own projects with the coaches and the other participants, and thus benefit from their experience.

## The format is ideal for

- agile teams, team leads, product owners, and managers from agile organizational units - because each individual works precisely at the relevant interface where the complex problem is translated into implementation.

## How to continue your learning journey:

### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

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### [Professional Scrum Master \(PSM I\)](#)

A framework for agile project management; provides intensive exam preparation

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DT Teaching Practitioner, Team Facilitator & Coach

# HPI Certification Program for Design Thinking Coaches

**Certification  
program**

2 - 9 months

**EUR: please check  
out our website**

## Design Thinking

### Intro

Design Thinking is one of the world's most popular approaches for establishing a dynamic, human-centered, purpose-driven innovation culture in organizations. Experience has shown that in order for innovation teams to reach their full potential, they need the guidance of well-trained Design Thinking coaches. With this in mind, we decided to launch the HPI Certification Program for Design Thinking Coaches in 2015.

### This is what you can expect

- Learn to own, apply and teach the methods and principles of Design Thinking in various organizational contexts.
- Become an expert in facilitating teams through the Design Thinking process and acquire the capability and needed skills to recognize and activate the potential of innovation teams.
- Discover your own coaching style and train to be able to act and react in a flexible manner.
- Design and execute different Design Thinking formats and learn to plan them in a targeted, yet flexible way.

### The format is ideal for

people who have basic experience with Design Thinking and want to deepen their knowledge and confidence in order to be able to coach teams effectively. Our modular program structure allows us to address individuals with different needs and goals, offering three different types of certificates:

- **DT Teaching Practitioner** (after 6 days)
- **DT Team Facilitator** (after 13 days)
- **DT Coach** (after 21 days)

### How to continue your learning journey:

[Innovation and Agility -  
Experience and Enable](#)

Experiencing Design Thinking teamwork  
and applying agile leadership practices

→ [page 23](#)

Deep dive

# HPI In-house Train-the-Trainer Program for Design Thinking Coaches

**Certification program**

12 days

**EUR: upon request**

**Design Thinking**

## Intro

Today, more than ever, continuous innovation, constant learning, and effective collaboration are essential factors for successful companies. At the Hasso Plattner Institute in Germany, we have been coaching teams through all kinds of Design Thinking formats for about fifteen years. Our experience has shown that in order for innovation teams to reach their full potential, they need the guidance of well-trained Design Thinking coaches.

As such, the HPI Academy has designed an In-house Train-the-Trainer Program for Design Thinking Coaches. The program aims to train a cohort of employees from the same organization to become Design Thinking coaches, and thus ambassadors and multipliers of innovation within their own respective areas of work.

## This is what you can expect

- 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, and
- to discover their own coaching style and develop their coaching skills.

## The certificate workshop is ideal for

a broad spectrum of employees. However, in order to be able to train them as multipliers for an agile, people-centered work culture, the selection of participants should be made carefully and include these factors:

- individual motivation and position or role within the organization;
- prior Design Thinking experience and coaching and/or teaching experience;
- option to apply the learnings afterwards/get further practice.

## How to continue your learning journey:

### [Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

→ [page 23](#)





# Introduction to Design Thinking

## Workshop

2 - 3 days

**2,500 EUR** (plus VAT)

### Design Thinking

#### Intro

HPI Academy's Introduction to Design Thinking workshop is one of the most established Design Thinking learning formats in the world. Hundreds of professionals from all industries have discovered Design Thinking for themselves and their organization in recent years in these highly sought-after courses. In keeping with the spirit of Design Thinking, the program is constantly evolving.

#### This is what you can expect

- You will get to know the working and thinking methods of Design Thinking.
- We teach you practical tools and methods for developing solutions to problems that you can apply directly in your everyday professional life.
- You will experience a new form of work culture based on empathy, playful trial and error, and a user-centered approach.
- Through the combination of short lectures, practical exercises as well as problem-oriented teamwork, you will acquire this agile method in a sustainable way.

#### The format is ideal for

- professionals and executives from all industries who are expected to solve complex problems on a regular basis and who want to experience a first introduction to Design Thinking.

#### How to continue your learning journey:

##### [Design Thinking Advanced](#)

Provides application security in practical use, offers intensive exchange with practitioners

→ [page 14](#)

##### [HPI Certification Program for Design Thinking Coaches](#)

Imparts methodological competence and practical experience to coach Design Thinking workshops and projects

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Deep dive

# Innovation and Agility - Experience and Enable

## Workshop

1 day +

EUR: upon request

Innovation & Transformation

Leadership

### Intro

Design Thinking has become an industry standard for a dynamic, human-centered innovation culture in companies. A state-of-the-art leadership and mindset are crucial for staying on top in offering solutions and services for your stakeholders. It is also key to tackling internal challenges such as agile transformation. Leadership beyond the bounds of the organizational structures and the knowledge of how and where to steer - even in uncertain times - makes leaders and their organizations successful.

### This is what you can expect

- participants will learn agile methods and experience agile teamwork in order to gain a better understanding of the work of your innovation team.
- In a further step, you will learn to develop strategies so as a manager you can promote innovation and agility in the team in the best possible way.

### The format is ideal for

- experienced executives and managers as well as young talents.

### How to continue your learning journey:

#### Navigating Uncertainty

Navigating teams through uncertain situations with agile leadership practices and mapping strategies

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#### Strategic Visioning

Development of a common understanding of the vision and the strategic goals

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#### Leadership Coaching

Mix of leadership development, sparring, and strategic consulting

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Individual coaching and consulting for leaders

# Leadership Coaching

## Workshop

1 day +

EUR: upon request

### Leadership

#### Intro

Do you have a new job, are taking on more responsibility, or has your leadership context changed? Our individual leadership coaching sessions are a mix of leadership development, sparring, and strategic consulting, based on your personal needs. Our coaches provide you with targeted support in your questions and challenges.

#### This is what you can expect

- You will analyze your purpose and vision as a manager and get a clear idea of your own leadership style. This means also becoming familiar with various leadership concepts, roles, and practices as well as an agile mindset.
- You will immerse yourself in the topic of self-leadership and the (agile) leadership of teams. You will learn how to build a psychologically secure corporate culture, put together high-performance teams, and manage agile decision-making processes in the best way possible.
- You will learn how to create transparency through OKRs (Objectives and Key Results) and how to manage your priorities and build up your network.
- You will learn how to best implement stakeholder mapping & management and expand your understanding of innovation (e.g., regarding the explore-exploit portfolio).

#### The format is ideal for

- managers and executives who want to develop and expand their agile management techniques and optimize their ability to innovate;
- professionals who want to discuss and reflect on individual issues with our experienced leadership experts.

#### How to continue your learning journey:

##### [Navigating Uncertainty](#)

Navigating teams through uncertain situations with agile leadership practices and mapping strategies

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HPI-Stanford Certificate

# Leading Digital Transformation and Innovation

Design Thinking

Innovation & Transformation

IT & Digitalization

Leadership

**Certification program**

in English

**17,500 EUR** (plus VAT)

## Intro

Transformation is the new normal for executives, and the skills required to achieve it are as multidimensional as the challenge itself. The Stanford Center for Professional Development and the HPI merge their expertise in education, research, and practice in the fields of digital technology, Design Thinking, and digital leadership to offer an integrated program in leadership. The result is a training program created specifically for business leaders who want to take on the complex challenges of digital transformation and to transform them into success for their own company.

## This is what you can expect

- International views and behind-the-scenes experiences about how to apply Design Thinking for transformation when visiting Silicon Valley.
- Strengthen your leadership skills and leadership style in the areas of Design Thinking, digital technology, and transformation.
- An intensive exchange of experiences with a diverse course crowd as well as further development of personal and professional skills for your career.
- Participants will get multiple inspirations and guidance to develop their own transformation strategies for their specific entrepreneurial context, which they are then able to custom design or adapt and ultimately implement.

## The format is ideal for

- leaders in top positions of management, digitalization, IT, innovation, CSR, HR, R&D, strategy, marketing & sales, operations, and finance; we also offer this workshop exclusively for companies;
- leaders in executive positions who see digital transformation and innovation as an opportunity for the creation of added value and who want to actively promote it.

## How to continue your learning journey:

### [Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

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### [IT Masterclass: Ethical AI](#)

Raises awareness about the function of algorithms (AI) in interaction with humans

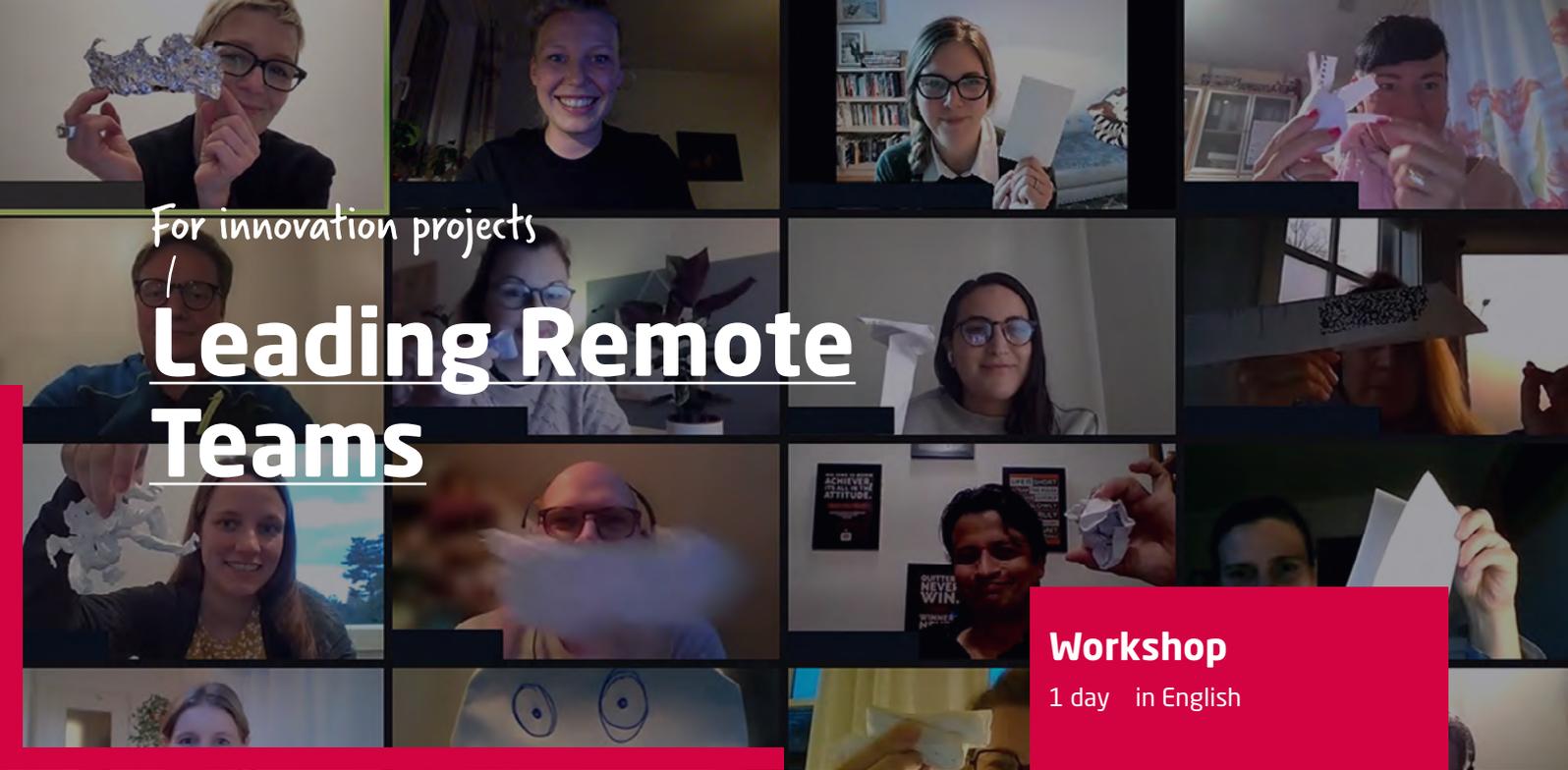
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### [IT Masterclass: The Future of Software Development](#)

Reorganizing organizational structures through application security of low-code/no-code

→ [page 34](#)





For innovation projects

# Leading Remote Teams

## Workshop

1 day in English

**850 EUR** (plus VAT)

### Design Thinking

#### Intro

You want to lead your project teams safely even in virtual space, design team collaboration interactively, and navigate your Design Thinking projects with success through the critical work phases. In this workshop, you will learn to use the potential of the virtual space under the guidance of experienced Design Thinking coaches. This online training is part of the HPI Academy's hybrid learning offering and is suitable as a supplement to the on-campus Professional Track. If you decide on the 3-month Design Thinking Professional Track you will be credited for this workshop.

#### This is what you can expect

- Participants will discover how to use the virtual space in an ideal way for result-driven work and will learn how to use the methods of virtual team building.
- You will learn how to apply Design Thinking methods specifically within your project work.
- In addition, you will train your leadership skills and use the potential of the virtual space for your innovation projects.

#### The format is ideal for

- specialists and executives with a basic knowledge of Design Thinking and the use of virtual collaboration tools (Zoom and Miro) who would like to lead their Design Thinking project teams in virtual space with even greater competence and confidence.

#### How to continue your learning journey:

##### [Design Thinking - Professional Track](#)

Teaches Design Thinking as an agile strategy; final certificate as "Agile Project Team Leader"

→ [page 13](#)

##### [Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

→ [page 23](#)

A photograph of three people in a meeting. A woman with glasses and a blue and yellow scarf is on the left, looking towards a man in the center. The man has a beard and is looking towards a woman on the right. They appear to be in a collaborative work environment.

Design Thinking as a success factor in organizations

# Measuring and Evaluating Design Thinking

## Workshop

1 day in English

EUR: upon request

Design Thinking

Leadership

## Intro

Design Thinking has become very popular in recent years. Many innovation managers are currently dealing with the questions of what exactly Design Thinking actually does in the organization and how this added value can be communicated to management. In this format, you will gain a profound insight into why Design Thinking is worth becoming part of your corporate culture.

## This is what you can expect

- Participants will gain a general knowledge of different management control systems based on various research models.
- In the subsequent practical work, the participants will develop their own strategy for evaluating Design Thinking.
- They will learn how Design Thinking can be reflected in their KPIs in order to monitor and evaluate the success of innovation projects.
- Alternative possibilities to classical KPIs will be explored in order to give room to the principles of Design Thinking.

## The workshop is ideal for

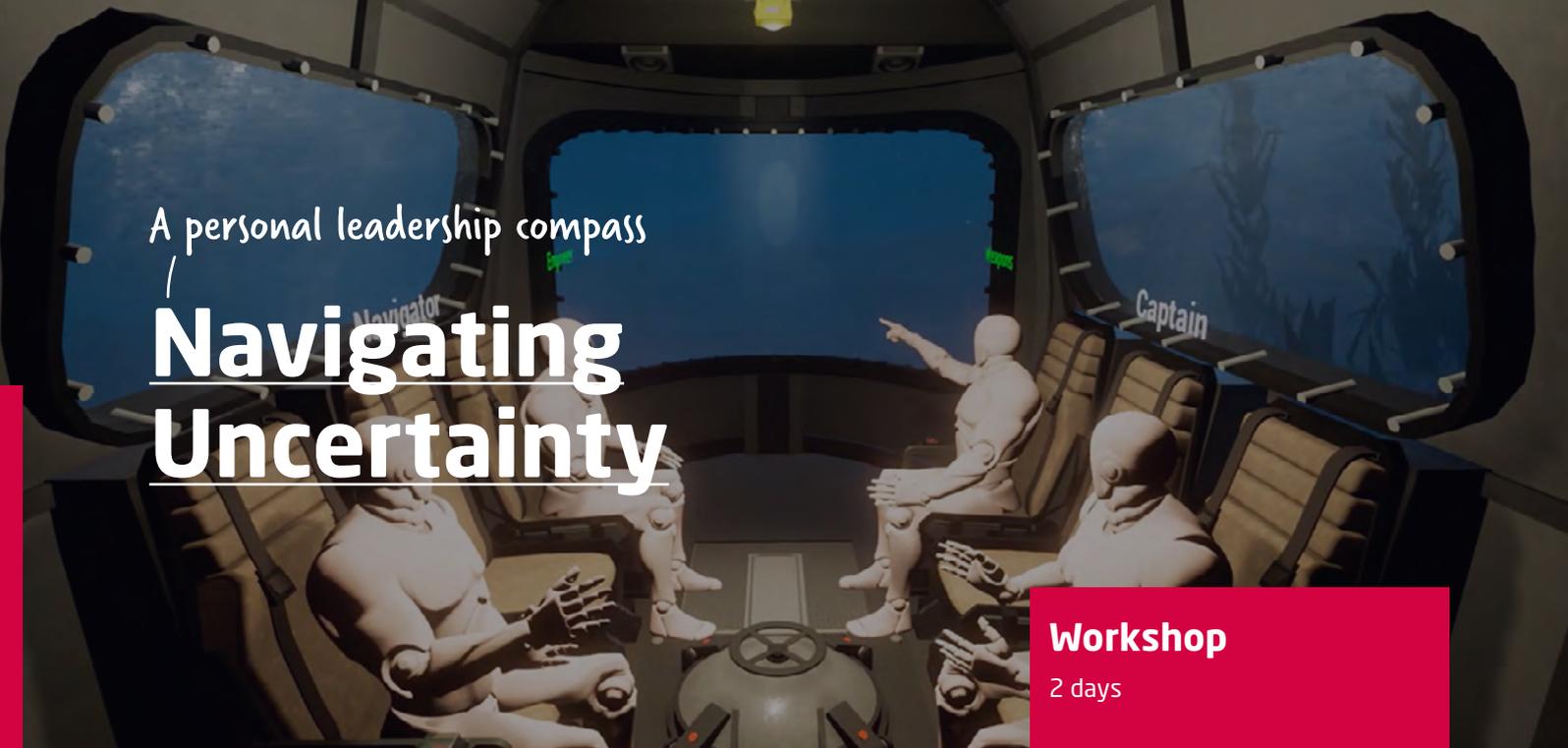
innovation managers, project managers, and executives who want to develop a purposeful way to survey and manage the impact of Design Thinking.

## How to continue your learning journey:

### Strategic Visioning

Development of a common understanding of the vision and the strategic goals

→ [page 32](#)



A personal leadership compass

# Navigating Uncertainty

## Workshop

2 days

EUR: upon request

### Leadership

#### Intro

Today's day-to-day management is characterized by a high degree of uncertainty and constant change processes. Managers today are often faced with major challenges. Transformation processes and a high level of complexity determine their daily work. This is where the workshop "Navigating Uncertainty - A Personal Leadership Compass" comes in.

#### This is what you can expect

- You will learn and practice new ways of decision-making and communication with your team.
- You hone your personal leadership compass in order to lead your own high-performance teams more effectively, especially in uncertain situations.
- You earn intent-based and agile leadership practices and mapping strategies to navigate teams through uncertain situations.

#### The format is ideal for

- business leaders who want to expand their transformation and agile leadership capabilities.

#### How to continue your learning journey:

[Innovation and Agility - Experience and Enable](#)

Experiencing Design Thinking teamwork and applying agile leadership practices

→ [page 23](#)



# Professional Scrum Master (PSM I)

## Workshop

1 day in German

**1,500 EUR** (plus VAT)

### IT & Digitalization

#### Intro

The Scrum method is a framework for agile project management as well as agile project development and is likely the best-known method within the context of agile working methods. Particularly complex (IT) projects require professional management with a clear focus on customer benefits as well as real added value. The Scrum framework supports organizations in both the execution of projects and the continuous delivery of high-quality results and products.

#### This is what you can expect

- You will learn all the key fundamentals of Scrum with a particular focus on understanding and applying the method.
- Participants will be familiarized with the method directly by using interactive exercises.
- You will be prepared to sit the Professional Scrum Master examination (PSM I) in an optimal manner.

#### The format is ideal for

- team leaders and product and software developers, as well as all employees in general who initiate, coordinate and support projects;
- corporate and strategy managers, as well as decision-makers.

#### How to continue your learning journey:

##### [IT Masterclass: Practical Introduction to AI Ethics Management](#)

Raises awareness about the function of algorithms (AI) in interaction with humans

→ [page 35](#)

##### [IT Masterclass: The Future of Software Development](#)

Reorganizing organizational structures through application security of low-code/no-code

→ [page 34](#)

##### [IT Masterclass: NFTs and Crypto - Your Start into the Metaverse](#)

Multi-week metaverse learning journey to gain work skills in digital life

→ [page 35](#)



Work and innovation culture of the Berlin startup scene

# Startup Safari

1 day

EUR: upon request

Design Thinking

Innovation & Transformation

## Intro

Let's go on Startup Safari in Berlin - and be inspired by the heart of the German startup community. The capital is the undisputed center of the German startup scene. Gain valuable insights into the agile methods and innovative technologies of startups and their founders - and by this get valuable impulses for your own work.

## This is what you can expect

- Participants will meet inspiring entrepreneurs and learn how their young companies work and use the latest technologies to shape digital transformation.
- You will get to know the innovative business models and technologies of the startups to subsequently apply them in your own company.
- The Startup Safari serves as inspiration for developing new ideas and fostering innovation in your own company.

## The format is ideal for

- agile teams, innovation teams, and executives of companies in a transformation process;
- also for those who are seeking a comprehensive training and inspiration in the field of digital entrepreneurship.

## How to continue your learning journey:

### [From Design Thinking Prototypes to Agile Projects](#)

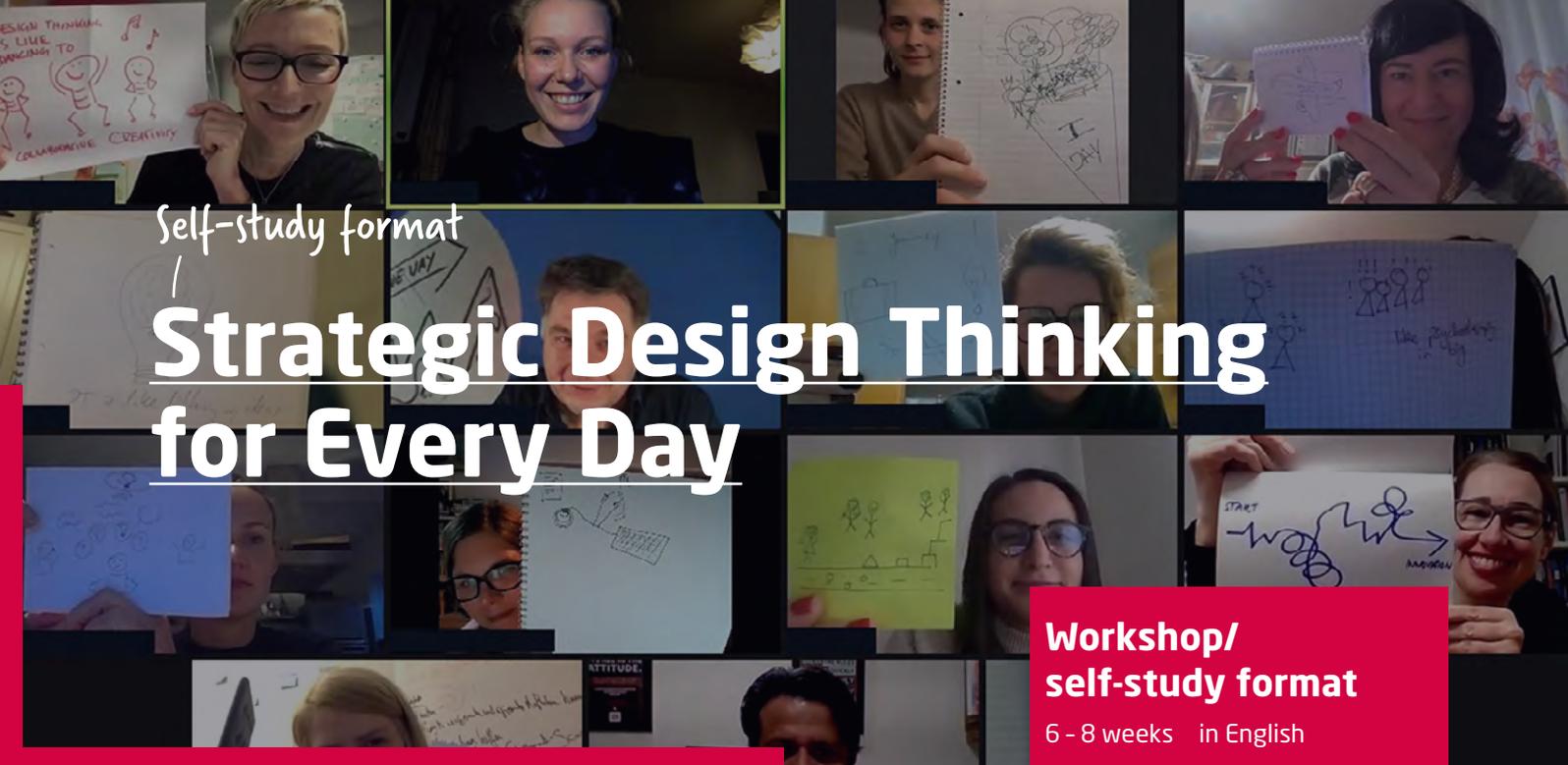
Simulates the translation of a complex product idea into implementation

→ [page 19](#)

### [Development of Digital Product Ideas](#)

We deliver your prototype, including a detailed implementation strategy

→ [page 18](#)



Self-study format

# Strategic Design Thinking for Every Day

**Workshop/  
self-study format**

6 - 8 weeks in English

**549 EUR** (plus VAT)

## Design Thinking

### Intro

The online course is designed for anyone who wants to use strategic Design Thinking for everyday challenges. You will learn the full potential of the approach and gain insight that goes beyond the application of methods and tools. In the practical application of effective Design Thinking principles, you can unleash your innovative power for unusual solutions in complex situations.

### This is what you can expect

- Design Thinking pioneers will get a compact insight into strategic Design Thinking.
- Professional Track alumni and their teams will refresh and deepen their knowledge of strategic Design Thinking in a practical way.
- You will train your own innovation strategies in an environment characterized by growing complexity and constraints.

### The format is ideal for

- Design Thinking beginners (initial knowledge and an affinity for user-centered design are sufficient for participation);
- experienced Design Thinkers who want to expand their skills in the strategic application of the approach;
- professional Track alumni and their teams who are seeking to refresh and deepen their knowledge of strategic Design Thinking.

### How to continue your learning journey:

#### Design Thinking - Professional Track

Teaches Design Thinking as an agile strategy; final certificate as "Agile Project Team Leader"

→ [page 13](#)

#### Design Thinking Advanced

Provides application security in practical use, offers intensive exchange with practitioners

→ [page 14](#)





# Strategic Visioning

## Workshop

2 - 3 days

EUR: upon request

### Leadership

#### Intro

Many companies are implementing agility and focusing more and more on innovation to be competitive and actively shape the future. Clarity is a central factor. Because only when all employees know where they are headed together, can employees take individual responsibility and act quickly and agilely. Therefore, a common understanding of the vision and strategic goals is the basic building block of agile working.

#### This is what you can expect

- In this workshop, you will clearly identify your company's vision, mission, and values.
- With "Contribution Mapping" you will recognize who in the company contributes to this vision.
- You will then translate the strategic goals into concrete actions.

#### This Workshop is ideal for

- executives and project managers who want to create more clarity for their areas of responsibility;
- teams with a common task or a team of executives and managers who want to discuss their individual work areas.

#### How to continue your learning journey:

##### [Navigating Uncertainty](#)

Navigating teams through uncertain situations with agile leadership practices and mapping strategies

→ [page 28](#)

##### [Development of Digital Product Ideas](#)

We deliver your prototype, including a detailed implementation strategy

→ [page 18](#)

# HPI Academy News



Sign up for our free newsletter and receive regular information about Design Thinking, Innovation & Transformation, IT & Digitalization, and Leadership. You will also find exciting leadership insights, our latest cases, tips and advice on agile working or digital change and, of course, everything about our current workshops.

You will receive:

- exclusive content first
- access to exclusive events
- practical materials to download
- information about our latest workshops
- links to studies, videos, and exciting publications

Please register [here](#)

And if it ever gets to be too much for you ... you can easily unsubscribe at any time. Just click on the corresponding button at the end of each newsletter.



Liebe Anne Greuling,

die HPI Academy erweitert ihr Portfolio und startet mit vier neuen IT-Masterclasses in den Frühling. Die Workshops befassen sich mit brandaktuellen Themen und sind ab sofort für Individual-TeilnehmerInnen sowie exklusiv für Unternehmen buchbar:

Die HPI Academy steht für eine außergewöhnliche Verbindung von Wissenschaft und Praxis, die sich auch in diesen Formaten widerspiegelt. In den neuen IT-Formaten findet die erprobte und wissenschaftliche fundierte Didaktik unserer Design-Thinking-Formate Anwendung und sorgt so für einen optimalen Transfer des Gelernten. Diese Workshops werden in deutscher Sprache angeboten und können ab sofort bei uns gebucht werden:

- **Blockchain** - Technische und wirtschaftliche Möglichkeiten & Auswirkungen von Distributed Ledger Technologien
- **Ethische KI** - Praktische Einführung in AI Ethics Management
- **Zukunft der Software-Entwicklung** - Low-Code und No-Code
- **NFT und Krypto** - Ihr Start ins Metaverse

In diesem Kontext möchten wir Sie gerne auf eine **interessante Studie** verweisen, die jüngst vom Forschungsbeirat der Plattform Industrie 4.0 und acatech sowie unter Mitarbeit des Fraunhofer Instituts herausgegeben wurde. Sie zeigt auf, dass Unternehmen, die bei der digitalen Transformation weit fortgeschritten sind, mehrfach profitieren, denn:

- sie produzieren effizienter & kostengünstiger als ihre Wettbewerber,
- ihre Produktqualität verbessert sich
- die Zufriedenheit ihrer Kunden steigt.

Lernen Sie daher auf dem renommierten IT-Campus des Hasso-Plattner-Instituts alles zu aktuellen Themen im Kontext mit digitaler Transformation; didaktisch ansprechend vermittelt durch die ExpertInnen der HPI Academy.

**"Design Thinking in Education" ist seit dem 20. März 2022 auch auf Englisch erhältlich**

Die deutsche Version von „Design Thinking in der Bildung: Innovation kann man lernen“ ist bereits im Oktober 2021 erschienen, jetzt ist sie in Englisch erhältlich.

Das o.g. Buch ist ein Appell von WissenschaftlerInnen, in der Bildung neue Wege zu gehen, um unsere Gesellschaft auf die vielfältigen Herausforderungen des 21. Jahrhunderts vorzubereiten. Wie groß dabei das Potential von Design Thinking auch im Bildungswesen ist, zeigen die Forschungs- und Erfahrungsberichte in diesem Sammelband. Sie stellen innovative Bildungsansätze in einer Vielzahl von Bereichen vor, beleuchten diese von verschiedenen Seiten und eröffnen den LeserInnen dadurch neue Perspektiven für das Bildungswesen.

Auch unsere Kolleginnen Flavia Bieuel und Selma Mayer, Program Leads for Corporate Innovation, mit einem Fokus auf Leadership-Themen, haben ein Kapitel beigetragen. Außerdem konzipieren sie an der HPI Academy exklusive, maßgeschneiderte Workshops für Unternehmen, wie z.B. **Innovation und Agilität**.



Hier zum Download noch ein kleines Geschenk für unsere Newsletter-

Newsletter Ausgabe: 01/2022



IT & Digitalisierung

... liegt hinter uns

Online- und Hybrid-  
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innovation und  
startet, Jan Bayer



# 9.

## Our IT Masterclasses



### Blockchain - Opportunities and Challenges of Distributed Ledger Technologies

IT & Digitalization

1 day in German 1,000 EUR (plus VAT)

In this workshop the coach uses real-world examples and simple descriptions to provide a basic understanding of the key technological basics behind blockchain technology. Participants will learn about the history and evolution of blockchain and the difference between synchronous vs. asynchronous computing. They learn about mining and consensus as well as the impact of Bitcoin, Ethereum, and Altcoins/Tokens on the economy. They will learn about blockchain applications for business, such as Smart Contracts, Financial Inclusion (DeFi), Identity and Ownership (KYC & Credentials), Initial Coin Offerings (ICO), Decentralized Autonomous Organizations (DAOs), as well as NFTs (Non Fungible Tokens), in short bursts.

### The Future of Software Development - Low-Code and No-Code

IT & Digitalization

2 days in German 2,000 EUR (plus VAT)

The Masterclass is designed to be interactive and application-oriented. On the first day, there is a deep dive on the topic with different impulses that provide an understanding of where the origin of low-code/no-code lies and why two-speed IT will become more important in an increasingly agile innovation world. Moderated discussions will discuss the interplay between pro-code and low-code/no-code, and participants will learn the basics for their future activities as citizen developers in their companies.



# NFTs and Crypto - Your Start into the Metaverse

IT & Digitalization

**2 days + 4 weeks self-study phase + 2 days  
in German 4,500 EUR (plus VAT)**

Crypto currencies and Non-Fungible Tokens (NFTs) are on everyone's lips. Web 3 forms the technical backend for the much-cited metaverse, whose user interface takes the form of Extended Realities, or XR for short, and is rapidly gaining popularity through games and virtual worlds. In this learning journey into the metaverse, participants become employable to digital life in the metaverse. They install (and open) their own crypto wallets for the relevant digital currencies and assets, gaining access to the world of NFTs and crypto currencies.



# Ethical AI - Practical Introduction to AI Ethics Management

IT & Digitalization

**1 day in German 1,000 EUR (plus VAT)**

The Masterclass starts with an interactive warm-up around the topic of ethics and everyday situations in which ethical issues play a central role and decisions are made unconsciously. In three blocks, the participants will receive input in the form of pointed impulse lectures, the respective topic of which will be discussed and worked on in depth in subsequent group work. Among other things, they will learn about the areas of tension that can arise between the various stakeholders when introducing ethical AI and work out requirements for selecting and implementing the right tools with other Masterclass participants.

# 10.

## Team

Our Program Leads design, lead, and manage our programs and are happy to create the format that fits your needs. The core team includes Design Thinkers, coaches, creatives, designers, communicators, organizers, planners, and strategists. We also work with a network of over 200 other coaches.

Most of them were trained by us at HPI. This enables us not only to guarantee excellent cooperation that is consistent and excellent across all coaches, but also to carry out large-scale projects with hundreds of participants in different languages. Together, we put the needs of our clients at the center of everything we do, every day and with great pleasure! [Learn more](#)



11.

## Contact

Do you have questions or already have a specific workshop in mind?

Contact us, we will be happy to advise you.



**For Design Thinking workshops  
and the IT & digitalization area**

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**For the leadership program  
“Innovation and Agility”**

**Flavia Bleuel & Selina Mayer**

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**For innovation & transformation**

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Join us!



# 12.

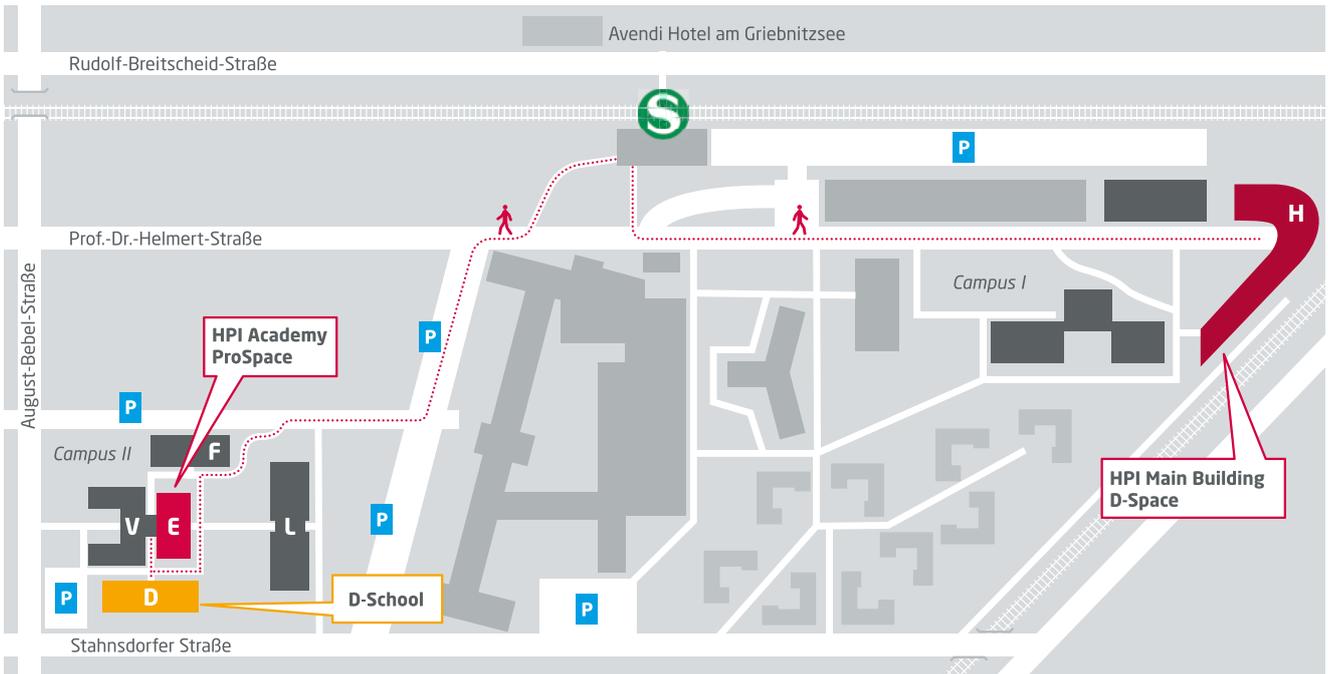
## References

ABB	Frankfurter Allgemeine Zeitung	Philips Healthcare
Accenture		Porsche
adidas	Fraunhofer-Institut für System- und Innovationsforschung	PricewaterhouseCoopers
Airbus Defence and Space	Fresenius Medical Care Deutschland	ProSiebenSat.1 Media SE
Allianz Deutschland	Generali Deutschland	Raiffeisen Bank International
AstraZeneca	GIZ	Robert Bosch
Audi Business Innovation	Google	Roche Pharma
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13.

# Our campus of knowledge - where to find us



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