

designthinkers bootcamp

NOVEMBER 14 - 18TH 2016
WASHINGTON, DC

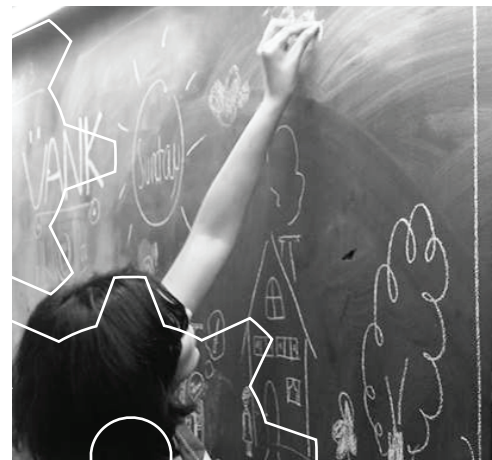
WHO'S IT FOR?



The DesignThinkers Bootcamp has been crafted for leaders who are seeking new choices, ideas, and strategies for addressing the complex challenges facing their organizations and communities.



A 5 day deep-dive certification in Design Thinking taught by expert coaches focused on practical application.





LEARN HOW TO

- > Use design thinking tools and methodology
- > Research to gain insight and empathize with your customer
- > Lead teams to make work more engaging
- > Prototype to find the best ideas
- > Make innovation happen



PROGRAM OVERVIEW OF DESIGNTHINKERS BOOTCAMP WASHINGTON, DC

DAY 1: EMPATHIZE Design Challenge

On Day 1 you will get to know the other participants and review the week ahead. Your research coach will lead a masterclass in design research, then you'll learn about the design challenge for the week. Then your team will go out to conduct your own observational research, and return to share what you've learned.

DAY 2: THINK WRONG John Bielenberg

Next, you will hear about how to look at the challenge differently, and think wrong in order to find innovative ideas. You will be introduced to design thinking tools such as personas and journey mapping to help make sense of your research from Day 1. By the end of the day, your team will have reframed the challenge – as a starting point for innovation.

DAY 3: BUILD & TEST Robert Bau

On Day 3 the race is on to build a portfolio of concepts for testing and refining. It's a high-octane class where there's no time to worry about perfection. Be brave. Share your ideas. Test them with end-users so that you learn together from mistakes and move on to better iterations.

DAY 4: STORYTELL Chris Baer

Now your team will synthesize and develop a business proposition. You will learn from real-world examples about the importance of storytelling to making design thinking 'stick'. By the end of the day, you will bring all the elements of your concept together into a powerful narrative, and you will pitch your solution to the challenge sponsor in true 'Shark Tank' style.

DAY 5: APPLY Development Plan

The first four days are about learning by doing. Day 5 is about processing, clarifying issues and conscious personal business growth. You will work with the coaching team and your peers on assessments and plans, reflecting on what you have learned. This is your chance to consider how you can start applying design thinking concepts to your own organization. The day ends with a celebration.

designthinkers **academy**
IN PARTNERSHIP WITH:



Strategic Good



AMERICAN UNIVERSITY
SCHOOL of INTERNATIONAL SERVICE
Social Enterprise Program

November 14th - 18th 2016

Early Bird: \$3,500 until September 12th
Regular: \$3,900 until October 3rd
Late: \$4,300 after October 3rd

Our courses repeat over the year and we have a long track record of designing customized courses for business. You can tailor any of our open courses for your organization. Ask us to run a customized workshop, train your leaders in design thinking or help you build an innovation culture across your business.

If you're interested in registering but you'd like to talk to us first, do contact us.

864.907.1879
dtacademy@designthinkersgroup.us