

designthinkers bootcamp

APRIL 30th - MAY 4th 2018
MIAMI




The DesignThinkers Bootcamp is for leaders seeking new choices, ideas and strategies for addressing the complex challenges facing their organizations. DT Bootcamp is for doers and leaders driving innovation and change within their organizations.



A five-day deep dive certification course in Design Thinking taught by expert coaches, and focused on practical application.





Who will be your coaches?

Liz Kelley

John Bielenberg

Robert Bau

Mark Ciesko

WHO WILL BE YOUR COACHES?

Each coach will share their unique experience leading different aspects of Design Thinking. They will guide you through a team-based approach to a real-world design challenge, from conducting research to designing service concepts in complex organizations.

Liz Kelley, Adjunct Professor, American University and Ethnographer & Design Strategist. Liz will be your research coach and comes with a decade of experience conducting and teaching ethnography. With her formal training in anthropological theory and methods, she is able to translate big concepts into real world solutions that meet the unmet needs of individuals, and the business objectives of clients in industries including healthcare, energy, tech, financial services, CPG and retail.

John Bielenberg, Co-founder of Future and Project M. John will be your design coach. John is an acclaimed designer, entrepreneur and imaginative advocate for creating a better world through the application of creativity and ingenuity. John will share concepts from his recent book, "Think Wrong", teaching you to reliably produce surprising, ingenious and seemingly magical ideas to solve wicked problems.

Robert Bau, Sr. Director Service Design at Fjord. Robert will be your fundamentals coach. Robert established the first BFA and MFA service design programs in the US at SCAD, and brings more than 15 years of agency, teaching and consultancy experience, helping organizations shape customer expectations and create positive experiences.

Mark Ciesko, Global Director of Design Thinking at GE Healthcare. Mark is a creative and empathetic design leader who believes in the power of team genius. He leverages over 25 years of diverse experiences in senior leadership positions in an agency setting and working for two Fortune 50 companies, where he crafted new approaches to innovation and design thinking. Mark's focus is on leveraging empathy across the healthcare journey not just for clinicians, but patients and families as well.

WHO WILL FACILITATE?

Expert facilitators from DesignThinkers Group will focus continuously on your personal progress as they lead you through different activities during the Design Thinking Bootcamp.

Marc Bolick, Managing Partner, DesignThinkers Group, USA

Jorge Rodriguez, Founder and Managing Partner, DesignThinkers Group, Spain



Who will facilitate?

Marc Bolick

Jorge Rodriguez





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 MIAMI



INTRO EVENING

DesignThinkers Academy

The short, 2-hour Intro Evening is a chance to get to know your fellow participants and review the week ahead.



DAY 1 EMPATHIZE

Elizabeth Kelley American University

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 Future Partners

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 Fjord

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

Mark Ciesko GE Healthcare

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

DesignThinkers Academy

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.

April 30th - May 4th 2018

Early Bird: \$3,500 until January 26th
Regular: \$3,900 until March 30th
Late: \$4,300 after March 30th

[CLICK HERE FOR MORE INFORMATION](#)

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.

www.designthinkersacademy.com/us

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

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