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DESIGN THINKING FOR BUSINESS STRATEGY AND INNOVATION
with Dr. Michael Roberto
$395 (US) per person

VIRTUAL SESSION (3-HOUR)

DESIGN THINKING FOR BUSINESS STRATEGY AND INNOVATION

Design thinking is a powerful methodology that many companies are using to develop creative and innovative solutions to very challenging problems. In this seminar, you will engage in a series of hands-on activities to learn about the five-stage design thinking process and to practice the techniques. You will learn about how to conduct empathy-based user research, synthesize insights from your fieldwork, brainstorm creative solutions, prototype effectively, and test your proposed solutions. This workshop will embrace a learning-by-doing approach in which you will work on a mock project with others as you learn about the design thinking process.

DR. MICHAEL ROBERTO

Prof. Michael Roberto is the Trustee Professor of Management at Bryant University in Smithfield, RI. He joined the tenured faculty at Bryant after serving for six years on the faculty at Harvard Business School. He has also has been a Visiting Associate Professor of Management at New York University`s Stern School of Business. Professor Roberto's research focuses on decision making, teamwork, and leadership. He has published three books, the latest of which is titled Unlocking Creativity (Wiley, 2019). He also has developed three Great Courses lecture series, the best-selling Everest Leadership and Team Simulation, and the award-winning Columbias Final Mission multi-media case study about the 2003 space shuttle accident.

TOPICS COVERED

INTRODUCTION TO THE DESIGN THINKING METHODOLOGY

WE WILL CONDUCT A FUN AND ENGAGING TEAM EXERCISE THAT HIGHLIGHTS SEVERAL OF THE KEY PRINCIPLES OF THE DESIGN THINKING APPROACH TO INNOVATION.

UNDERSTANDING THE USER: FIELD METHODS & TECHNIQUES

WE WILL LEARN MULTIPLE TECHNIQUES THAT DESIGN THINKERS EMPLOY TO GAIN EMPATHY WITH USERS. SPECIFICALLY, WE WILL FOCUS ON HOW AND WHY DESIGN THINKERS DO NOT RELY ON SURVEYS AND FOCUS GROUPS, BUT INSTEAD SEEK TO OBSERVE AND INTERVIEW USERS IN THEIR NATURAL ENVIRONMENTS. WE WILL LEARN HOW TO CONDUCT FIELD RESEARCH EFFECTIVELY, AND HOW TO DEVELOP INSIGHTS ABOUT USER NEEDS AND DESIRES BASED ON THAT RESEARCH.

GENERATING INNOVATIVE SOLUTIONS

WE WILL PRACTICE SEVERAL DIFFERENT IDEATION TECHNIQUES INCLUDING TRADITIONAL BRAINSTORMING AS WELL AS ALTERNATIVE TECHNIQUES. THROUGH A SERIES OF EXERCISES, WE WILL LEARN WHY GROUPS SOMETIMES STRUGGLE TO GENERATE CREATIVE SOLUTIONS, AND WE WILL DEVELOP SOME METHODS FOR IMPROVING THE IDEATION PROCESS.

PROTOTYPING AND TESTING OUR SOLUTIONS

DESIGN THINKERS DO NOT ANALYZE AND DELIBERATE TO DISCOVER THE BEST SOLUTION. INSTEAD, THEY LET THE USERS DECIDE. THEY DEVELOP SIMPLE, LOW-COST, LOW-FIDELITY PROTOTYPES, AND THEY USE THEM TO GARNER FEEDBACK FROM USERS. WE WILL LEARN HOW TO BEGIN THE PROTOTYPING PROCESS WITH SIMPLE STORYBOARDING, AND HOW TO MOVE ON TO MORE SOPHISTICATED PROTOTYPES. WE ALSO WILL DISCUSS HOW WE CAN CREATE SIMPLE EXPERIMENTS TO TEST OUR SOLUTIONS.

FOR REGISTRATION PLEASE CONTACT: **Mary S. Held** - IMS Regional Director - Columbus
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