

## 1 DAY DESIGN THINKING

# Executive Retreat

Workshop Goals:

### **Introduce a design thinking methodology.**

We will introduce the high-level process of ethnographic research, interpretative synthesis, and prototyping as a fundamental way of doing business, and will ground this methodology in case studies and examples.

**Provide working vocabulary about design thinking.** Through hands-on explorations, the team will learn about the different methods designers use to frame, understand, and solve complex problems.

**Identify ways that the company, teams, and culture can be transformed and enhanced through a design thinking process.** Through facilitated discussion, the team will build a high-level dissemination plan for establishing design thinking governance and helping communicate a design thinking ethos through the company.

9:00am – 9:45am	<b>Introduction to Design Thinking</b> An overview of the methods and approaches leverage during the design thinking process.
9:45am – 11:00am	<b>Case Study</b> An end-to-end example of how design thinking was successfully used to transform an organization and infuse creativity into their innovations.
11:00am – 12:00pm	<b>Driving Business Value</b> A structured conversation about the relationship between experience, engagement, disruption and business value – and the way design thinking can support these qualities.
12:00pm – 12:30pm	<b>Lunch</b>
12:30pm – 2:30pm	<b>Method Overview</b> An introduction to the methods used during the design thinking process. 15-minutes per method, describing how it's used, what it produces, and why it's valuable.
2:30pm – 3:30pm	<b>Selling Design Thinking</b> A discussion on how to describe the value of a design thinking approach to external and internal stakeholders, and to clients and customers.
3:30pm – 4:30pm	<b>Creative Talent and Creative Culture</b> A description of the business policies and structures that are necessary to foster creative thinking, attract and retain creative talent, and drive a design thinking approach from the top-down.
4:30pm – 5pm	<b>Closing Discussion</b>