

Design Thinking Leadership

Leading a Culture of Collaboration and Experimentation to Drive Innovation

Faced with rapid and unpredictable disruption, successful companies are turning to proven design practices to change the way they plan, operate and innovate across the organization. Design thinking is a deeply collaborative and data-driven process used to better understand customer needs and cultivate competitive advantage.

In this program, you will learn to apply the power of design thinking in your organization. Understand the design thinking process, and get practical instruction for planning, organizing and executing an effective design thinking session. Develop hands-on skills in design thinking tools and techniques. Explore leadership principles for nurturing a creative culture that can drive organizational learning and innovation.

Online program format

Each day of this two-day program includes one facilitator-led online session in real time, lasting about 3 hours per day. Sessions are highly interactive, enabling you to network with peers, brainstorm ideas and work through an applied practice problem. Between live sessions, you will have access to a self-directed learning hub where you can review additional learning resources and engage in a discussion forum with your learning peers.

Takeaways

- Understand the core principles of the design thinking framework and common variations
- Comprehend the design thinking process and how it unlocks organizational creativity and agility
- Learn the essential tools and tactics used in the application of design thinking
- Appreciate the appropriate use of design thinking in organizations
- Apply design thinking to develop innovative new products, services and processes
- Organize and lead a design thinking session
- Maximize organizational learning through experimentation, while minimizing overall risk

Audience

This program is aimed at leaders at any level who want to build a deeper understanding of what design thinking is, how it is applied, and how to plan to begin implementing it in their organization.

Program Content

DAY ONE: Introduction to Design Thinking

Module 1: The Changing Business Context

- Disruptive forces driving the collapse of the traditional business model
- How leaders are using design thinking to nurture a culture of collaboration, experimentation and innovation
- Divergent vs. convergent thinking and the double-diamond framework
- Core principles of design thinking and common variations

Module 2: The Designer's Toolbox

- The role of ideation and different techniques
- Affinity clustering, dot-voting and prioritization
- Empathy mapping, personas and journey mapping
- Reframing and how-might-we statements

DAY TWO: Applying the Design Thinking Method

Module 3: Failing Fast to Success

- Thinking like a designer
- Developing and testing solutions
- Prototyping and the value of failing fast

Module 4: Design Thinking Leadership

- Cultivating a creative culture
- Principles and practices of design-driven leadership
- The importance of effective story telling
- Key considerations when planning a design thinking session

Program Leader

Jonathan Carrigan is a passionate thought leader with 20 years of experience working at the intersection of strategy, technology and design. He was a founding member of the corporate transformation office at Maple Leaf Sports and Entertainment that guided the organization's digital transformation. Previously he led digital product development and design at the Canadian Broadcasting Corporation, where he operated at a national level in support of strategic planning across business lines. An active educator and online facilitator, he speaks regularly at industry events internationally.

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