# boxology

# DESIGN THINKING AND INNOVATION

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### 1. Overview

This is a highly interactive three-day course that explores the principles and practices of Design to drive Innovation in organizations. The course begins by introducing the concept of design and its key components before introducing the innovation aspect and how it ties into the design process. Learners will be taught the different ways to engage in innovation through highly interactive and collaborative exercises aimed to spur their creativity and engage in innovative problem-solving. Overall, this course is designed to give students the skills and knowledge they need to engage in design, and to solve problems with innovative solutions.

### 2. Benefits

- Understands the process of Design & Innovation
- Able to apply Design & Innovation to real-world problems
- Conducting user research and prototyping
- Can collaborate effectively in a team
- Can identify and solve problems using Design & Innovation
- Can drive innovative practices in an organization
- Can apply the skills and knowledge learned to a real-world project or problem
- Understands the future of Design and Innovation

## 3. Methodology

This is a 3-day course that can be delivered in 3 ways,



### Virtual

A complete online delivery mode that uses platforms like Mural and Menti, to deliver on teamwork and collaboration during case studies and exercises.



### In Person

A complete in-person delivery mode that encourages face-to-face interaction and hands-on learning.



### Hyflex

A mix of virtual and in-person delivery mode that includes the option of attending workshops face to face or enjoying the benefits of a fun virtual class.

Using the latest technology and Augmented class exercises using AI

MURAL   Mentimeter   DALL-E   GPT-3

## 4. Outcomes

1. *Understand the Principles of Design and Innovation*: Grasp the foundational elements of design and innovation, including their roles in creating human-centered solutions and enhancing organizational and customer experiences.

2. *Apply Design Thinking to Real-World Problems:* Utilize design thinking methodologies to identify, analyze, and solve complex challenges in various contexts, fostering a culture of innovation.

3. *Conduct Effective User Research and Prototyping:* Learn techniques for conducting meaningful user research and creating prototypes to test and refine solutions, emphasizing empathy and user experience.

4. *Enhance Teamwork and Collaboration Skills:* Develop skills for effective collaboration within teams, leveraging diverse perspectives to drive creative solutions and innovative outcomes.

5. *Identify and Solve Problems Using Innovative Approaches:* Cultivate the ability to identify challenges and employ innovative strategies and solutions to address them, enhancing problem-solving skills.

6. *Drive Innovation within Organizations:* Equip participants with the knowledge and tools to champion and implement innovative practices within their organizations, contributing to sustained growth and competitiveness.

## 5. Equipment

1. Laptop/Computer with internet connection

2. Book with pen/pencil for notes

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## 6. Attendees

This course is tailored for a diverse group of professionals eager to enhance their design thinking and innovation capabilities. It caters to business leaders, product managers, designers, marketing and branding professionals, entrepreneurs, engineers, educators, and anyone interested in developing their problem-solving and creativity skills. Ideal for those aiming to drive change, improve user experiences, create new products or services, or foster a culture of innovation within their organizations or fields.

## 7. Course Instructor

Frederik Haentjens is a Human Capital & Organisational Transformation author, keynote speaker and executive with a focus on Organization Design (OD), Design Thinking, Employee Experience, Digital transformation, innovation and disruption. He blends 20 years of expertise providing a customer-centered yet technologically advanced approach to Digital Transformation.

He helps Middle-Eastern, African and Asian organizations in the public and private sectors to achieve their business challenges and provides coaching to them and their staff in various theories to help achieve long-term goals. Digitalization is one such course, Where in Fred dives deep into the technical aspects as well as behavioral elements to develop a sense of transformation among organizations. With his multi-industry experience, Frederik ensures that his clients are capable and prepared to execute current and future organisational strategies and meet business goals.

He is a strategic professional who works directly with senior executives to align leadership vision, behaviors/practices, culture, measures, strategic workforce planning, performance, and organisation development. He is a creative thinker, designer, problem solver, and decision-maker. He has strong communication, interpersonal relations, coaching/mentoring, change management, and collaborative skills.
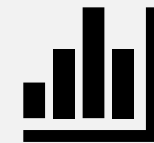
**Frederik Haentjens**

## 8. Course Outline

### Module 1 : Introduction to Design & Innovation

To understand the meaning behind design and innovation, how they interact with each other, and how they converge to create memorable and human-centered experiences that ultimately improves the organization and its customers.

- The difference between innovation and design
- Designing for people makes an innovative experience
- "Keep the human experience in the center"
- The 4th Industrial Revolution is upon us
- Jumps in technological advancement
- The Skills you need in 2024

- Design & Innovation steps
- Design & Innovation models around
- "No one size fits all" mentality
- Desire vs. need
- Focusing on customer experience
- Design mindset vs. Innovation mindset

### Module 2 : Empathy

To be able to observe, engage, and immerse oneself with the experiences of people in order to understand and design things from their perspective. Why do we think about the future?

- What is empathy
- Why gain empathy
- How to approach empathy
- Dual perspective of Design and Innovation
- Empathy from the people's point of view
- Empathy from the organization's point of view

### Module 3 : Futures Thinking

To develop a sense for what is to come and use the insights gained from thinking of possible futures to develop and drive the company today. How do we use FUTURES THINKING?

- When does the Future start
- What is Futures thinking
- Benefits of Futures thinking
- Some examples of Futures thinking
- Four Types of Futures Thinking
- What are Signals
- Examples of Signals
- Where do you look for signals
- How to interpret a signal
- Internal and External scanning

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### Module 4 – Personas

To understand what Personas are and to be able to define their wants, needs, and pains to fully grasp their experiences as people.

1. What are Personas?
2. Think "customer"
3. What are extreme customers?
4. Humans – From a Company Perspective
5. Customer experience environment
6. Customer journey maps
7. Customer touchpoints

### Module 5 – Define

To converge on the dual perspectives of Empathy to discover patterns and connections that can help provide clarity and focus on design goals.

1. Bring back dual perspectives of empathy
2. "How might we" statements
3. Defining a problem and its context
4. Most valuable problems and stakeholders
5. Design goals
6. Making a success matrix

### Module 6 – Ideate

To understand the difference between good ideas and innovative ones, to develop a point of view, and to learn how to brainstorm effectively in order to generate as many ideas as possible and provide insights on the results.

- Good ideas vs innovative ideas
- Defining a Point of View
- How to Ideate from your Point of View
- Brainstorming practices
- How to choose a good idea (feasible, viability, sustainability)
- How to choose an innovative idea (good, but also desirable and valuable)
- Mashing-up for Innovation with examples
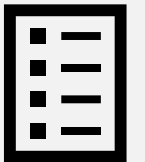
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### Module 7 – Prototyping for Innovation  `DAY 3`

To create a functional minimum viable product and entry plan based on your idea for later testing in order to have a starting point for design improvement.

- What is Prototyping? What are Minimum Viable Products?
- Visual Thinking
- Prototype for Empathy
- Prototype to Explore, Test, and Inspire
- Fail early and often
- Why Prototype?
- How to find opportunities for innovation
- Developing innovative business models
- Criteria for a Minimum Viable Product (MVP)
- Planning your entry into the market
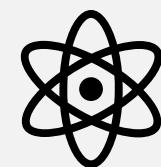
### Module 8 – Testing Innovation in the Market  `DAY 3`

To gain insight on your product through a feedback process in order to see where your prototype works well and where it needs improving.

- Entering your product into the market
- Setting up success and performance indicators
- Design Review & key questions to ask for improvement
- Reflecting on the experience and identifying areas for improvement.
- Analyzing product/service performance
- Innovation comes from iteration

### Module 9 – Selling Innovation  `DAY 3`

To learn how to "sell" your innovation using entrepreneurial skills, how to foster innovation in organizations, and how it all leads to a great customer experienceGood ideas vs innovative ideas

- How to sell innovation
- Fostering a culture for innovation
- 3M's 15% Culture for Innovation
- Measuring innovation
- Steps to a great customer experience