

Design Thinking Program

Action-packed learning that builds innovation capability for all functions of your organization

At a glance

- Audience: Target 10-20 participants at the professional & supervisor levels
- Timeline: 1.5 days facilitation plus coaching by expert practitioners over a 2- month timeframe (Virtual)
- Our team of Certified Design practitioners teach the 9-Step Design Thinking Process to apply to a real business challenge.
- Results: the tools and mindset shifts required to unleash creativity and innovation in your organization.

Key metrics

Design Thinking is for everyone. Whether you are in engineering, analytics, operations, HR, Finance or Marketing - this way of thinking is for you. Innovation can be large or small - we can use it to build the workplace of the future.

150% The average increase in knowledge from the start to the end of this program reported by participants.

56% On average organizations that consistently use design thinking practices have 56% higher shareholder returns than those that don't.



 Headquartered in Toronto, Canada

 www.kirkeleadership.com

 Virtual-First Deliveries

 Contact: joanna@kirkeleadership.com

Objectives

Traditional problem solving is often straightforward, but not always innovative nor effective. What if the issue identified is not the real source of the problem? In this program, we challenge our assumptions and learn more about the customer to really understand the right problems to solve.

Design thinking is a creative problem-solving process focused on end-users and what is most important to them. Through empathy, collaboration, and inclusive practices, we learn how to innovate in ways that ensure desirability of our products and services now and into the future.

Outcomes

- Develop the mindset and behaviours of the world's leading problem solvers, including deep user empathy, radical collaboration, and rapid experimentation
- A compelling case for putting customers at the centre of all problem-solving efforts
- The ability to apply a step-by-step approach to human-centered behaviours and design through team collaboration
- An understanding of how leaders can enhance and model innovative behaviour
- Live, expert feedback on new processes and ideas they've developed together
- Real-world context for how to use Design Thinking habits and tools immediately—with upcoming projects and clients

Program overview

Day 1

Full day interactive workshop learning the behaviours and mindset of Design Thinking with exclusive access to our proprietary, Design Thinking Map™ with a 9-Step Process — used by innovative organizations globally. Teams are introduced to their business challenge.

Intersession

Over a span of 2 months, teams will work together to apply the 9-Step Process of Design Thinking to their Business Challenge. They will receive a formal coaching session from the facilitation team and ongoing support as they continue to prototype and iterate for true user desirability.

Day 2

Half day workshop for participants to present their Design Thinking process and final prototype to the Sponsors, and to each other. We will discuss application to their business and life context. Participants receive feedback, bragging rights, and a well-earned Design Thinking Certificate.