

Design Thinking

(Additional Module in Design Leadership Program)

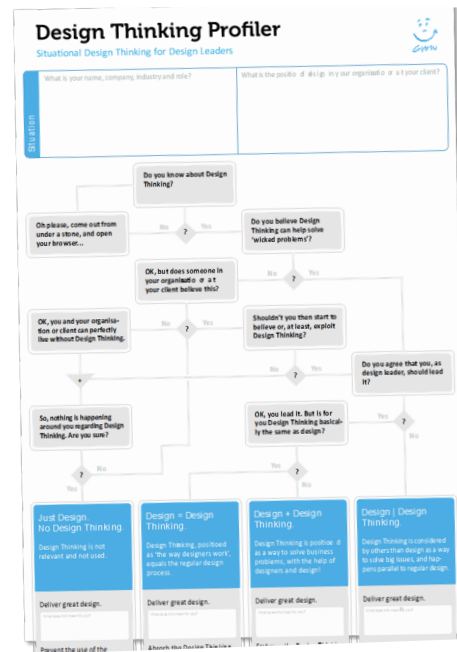
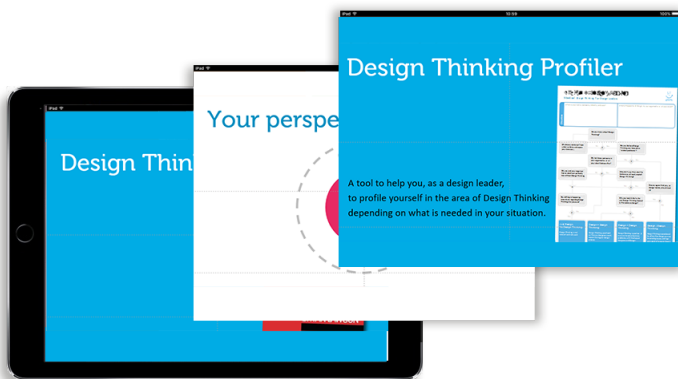
Module Overview

Design Thinking can help to solve 'wicked problems'. There is lots of top-down interest, from non-designers. It is there to stay, for a while at least. But only when it is specific, applicable and measurable.

Design leaders should lead design thinking. However, there are many ways to define it and to lead it, depending on the context.

Make it work for your situation: 'situational design thinking'.

- How does a design leader define his or her perspective on Design Thinking?
- What is the position of design and design thinking in your company?
- How does a design leader profile him- or herself in the area of Design Thinking?



Learning goals

In this module we will achieve the following learning goals. You will be able to:

- Show understanding of the wide perception of Design Thinking.
- Show how Design Thinking can contribute to business.
- Show clarity on what Design Thinking is for your organization, and foremost what it is not, to prevent unnecessary costs and time spent.
- Take a clear standpoint on how you want to lead Design Thinking, expressed through a concrete plan.

“An extra kick for your daily innovation work, to help tackle your ‘wicked problems.’”

