



Intro to Design Thinking Workshop

About the Workshop...

Heard about design thinking and want to learn more? Enhance your problem-solving capacity with this 1-day Intro to Design Thinking workshop. Made popular by Stanford's d.school and the global innovation firm IDEO, human-centered design improves not just products, but processes and experiences as well. You'll learn the process of design thinking (empathize, define, ideate, prototype, and test) as you work in teams on a real problem. Expect to be challenged and get ready to see things in a new perspective!

Workshop and Implementation Outcomes...

- Expand your problem-solving toolkit with design thinking
- Develop interviewing and listening skills that generate breakthrough insights
- Hone your ability to accurately define the root of the problem
- Practice strategies for better brainstorming sessions
- Learn how prototyping can save you time and money as you get to the right solution
- Gain new vocabulary that will help you challenge assumptions
- Create human-centered solutions that your "customers" will embrace

“Belief in your creative capacity lies at the heart of innovation.”

- David Kelley, founder of IDEO and Stanford's d.school