

DESIGN THINKING EXECUTIVE TRAINING FOR HUMAN-CENTERED INNOVATION

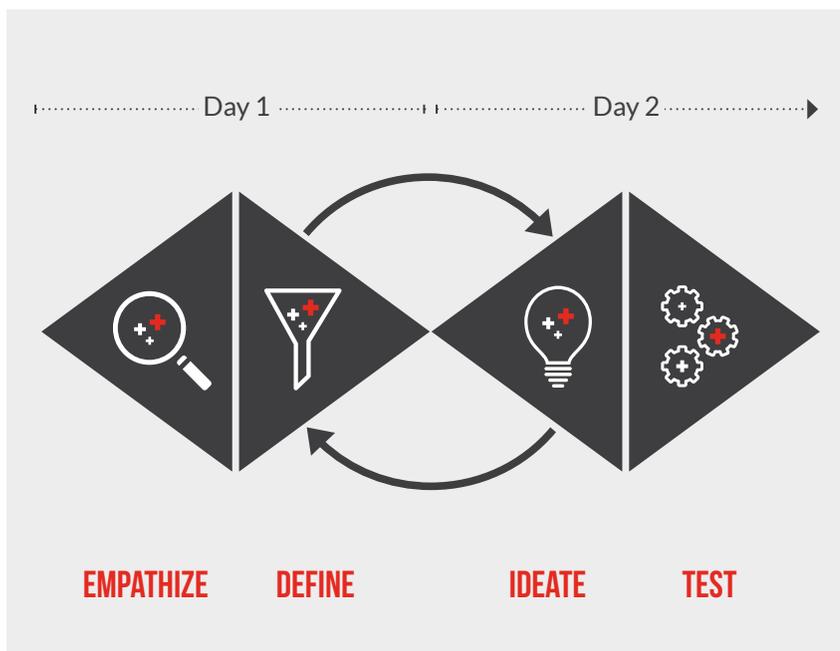
YOU HAVE THE SKILLS TO INNOVATE, WE JUST HELP CREATE THE SPARK.



// THE PROGRAM

Being successful in today's highly technological and globally competitive world is increasingly challenging. Incorporating not only the possibilities of technology and the requirements of business, but also the needs of people in your innovation strategies is essential to be at the forefront of the innovation process. This is why our Design Thinking (DT) program is designed to help you and your company to identify, define and address innovation challenges using the hands-on processes and tools of Human-Centered Design.

Our 2-day training workshop is structured into three main modes: knowledge inputs, coached group work and pitching for feedback. The aim of the program is to generate various tangible results and intangible social effects that can help you activate a creative mindset and encourage an innovative culture within your organization. Participants are expected to discover, explore and share valuable skills outside their expertise through agile and collaborative teamwork.



// THE DT EXPERIENCE

Our hands-on DT workshop consists of four phases; each of them designed to cover different areas. During the *empathy phase*, you will dive into the topic and start collecting insights through interviews and observations. These will be unpacked during the *define phase*, which will culminate into the framing of a human-centered, insight-driven problem statement. This point of view is the focus of the next *ideation phase*, when you, together with your team, will explore the solution space and select multiple ideas that will be successively tested during the *prototyping phase*. During the entire process, you will be supported through team skill-building exercises, short theoretical presentation and experienced coaching.



// WHO SHOULD ATTEND

Individual professionals e.g. with research and development, product, service or process management, consulting or marketing tasks, who are looking for a compact, sophisticated and specialized training in Human - Centered Design (Design Thinking) for agile concept development run by experienced practitioners and trainers.



// BENEFITS FOR YOU

- ▶ Acquire a fundamental understanding of the DT process, principles, key tools and terminology.
- ▶ Experience a human-centered problem-solving approach based on customer needs and not only technical or economical requirements.
- ▶ Practice and manage multi-disciplinary collaboration and learn how to communicate effectively with professionals from other disciplines.

FOR YOUR ORGANIZATION

- ▶ Learn how to define and implement a human-centered innovation strategy tailored to the needs and requirements of your organization.
- ▶ Explore how to generate and foster a mindset of team-based agile concept development.
- ▶ Get inspired on how to enhance and better leverage on your current innovation efforts using fast-paced, hands-on and immersive approaches.

// WORKSHOP DETAILS



DATE & TIMING

To be decided
Friday and Saturday in
August, September or October



LOCATION

Witzig Ideation Space
Würzgrabenstrasse 5
8048 Zürich



PARTICIPANTS

To ensure effective training sessions the number of participants per training is limited to a maximum of 16 people. Early registration is recommended.

// WHO WILL FACILITATE

Spark Labs is a Swiss association in collaboration with the ETHZ aimed at educating the innovation leaders of tomorrow and building a community of like minded experts and alumni.

At Spark Labs, we integrate innovation expertise from the academia and industry fields. Leveraging on world-class research capability, teaching and outreach, our cross-disciplinary team at the Chair of Technology and Innovation Management combines scholarly excellence and a constant engagement with practice to help companies tackle today's most challenging problems, improve their innovation capabilities and facilitate effective learning processes.

Our team is composed by professors and PhD researchers from ETHZ as well as trained facilitators in Human-Centered Design with practical experience in training professionals on agile development processes, innovation methods and the different approaches to implementation.



// WITZIG IDEATION SPACE

From room design to implementation to service, Witzig The Office Company is one of the leading providers of comprehensive office services in Switzerland. The Ideation Space is the perfect environment in which ideas arise and take shape, problems can dissolve and creativity can spark.

Read more: ideationspaces.ch/ideation-space-zuerich

// REGISTRATION

Let us know if you are interested in being part of the next Design Thinking Executive Training and we will check availabilities to fix a date.

alice@sparklabs.ch

▶ **Early Bird registration**
(6 weeks before training):
CHF 2'000

▶ **Regular:** CHF 2'300

▶ Discounts available for teams signing up, startups or NGO's

// PARTICIPATION INCLUDES:



DT METHOD KIT

A collection of DT tools & methods



CERTIFICATE

Certificate of participation from the ETHZ, Chair of Technology and Innovation Management



FOOD

▶ Refreshments during coffee breaks
▶ Lunch (both days)
▶ Apéro on Friday

Cancellation policy

In case of cancellation the following refunds are applicable:

- ▶ Cancellation until 2 weeks before the training: 50% refund
- ▶ Cancellation 2 weeks before the training : sorry, no refund

*General disclaimer: a minimum of eight participants is necessary for the success of the workshop. If this number will not be reached, we reserve the right to postpone or cancel the training up to 10 days in advance. In this case, all the already paid fees will be fully refunded.