

## WHO IT'S FOR

This course is for experienced Design Thinking facilitators who are now ready to push their practice to a higher level of proficiency and beyond the standard set of tools and techniques.

Anyone who is driving design-led innovation within their business, whether it's a corporate, professional service, independent consultancy, start up, government or an academic institution.

This is a natural progression from our Design Thinking Facilitation course. However, attendance at previous Design Thinkers Academy courses is not a prerequisite. We'll simply ask you to demonstrate suitable levels of experience upon application.

## WHAT YOU'LL LEARN

Advance your facilitation practice and enhance your Design Thinking toolkit. With personal coaching and peer feedback throughout, you'll:

### LEARN HOW TO:

1. Get the most out of participants' contributions by understanding dynamics and steering interactions
2. Apply advanced methods and techniques to your own context and personal projects
3. Constructively assess your personal facilitation technique and identify concrete steps to accelerate development and mastery
4. Create specialist, tailor-made tools for advanced sessions



“The Design Thinkers Academy is all you need to start changing your company’s design culture”

Miquel Mora, Technicolor

## DAY 1: THEORY AND REFLECTION

Day one starts with exercises that help you reveal insights about yourself, your participants and your teams. You'll reflect on a combination of your own style and the styles of others. You'll discover how to enhance team members' core qualities and respond to their learning style preferences. You'll also learn how to understand and guide the team formation process. The theory will be brought to life through direct application to your 'live' personal project and the coaches will help you troubleshoot some of the challenges you face as a Design Thinking facilitator.

## DAY 2: PRACTICE AND DEVELOPMENT

Day two provides an opportunity for you to facilitate a session of your own. This is filmed, providing you with the opportunity to self-assess in tandem with valuable peer feedback. You'll learn how to create specialist, tailor-made tools and will also pick up tips and tricks from your peers' sessions. Our expert coaches guide you through a self-development exercise and personal planning session so you leave the course with a concrete, actionable roadmap.

### BOOK EARLY AND SAVE!

**Early bird: £1,450\***

We have a long track record of designing customised courses for business, and you can tailor any of our open courses for your organisation. Ask us to run a one-off stimulus workshop, train your leaders in design thinking or help you build an innovation culture across your business.

\*Plus VAT. Regular price: £1,650 plus VAT. Early bird terms and conditions apply.

If you're interested in booking but you'd like to talk to us first, do contact us. We offer concessions and a sliding scale of discounts on this course. Pay full price for the first space you book, 10% off the second and third, and 15% off every space you book after that. All our courses are run in central London. Telephone us at: +44 (0)20 8432 3222 or email: [bookings@designthinkersacademy.co.uk](mailto:bookings@designthinkersacademy.co.uk)

### TEAM

**ARNOUD KONING**  
Design thinking champion

**HOLLY MAY MAHONEY**  
Design Lead

