

Design Thinkers Bootcamp 2020 Prospectus



Overview

Explore the design and innovation cycle in five fast-paced days

Our intensive Design Thinkers Bootcamp will give you hands-on Design Thinking tools to innovate in business. Become a Design Thinker and change the way you work. Explore the design and innovation cycle in five fast-paced days. You'll build your knowledge progressively as you work on a real-life challenge. Throughout, our coaches will be there to inspire, support and stretch your thinking.

Examples of companies who have attended Bootcamp:



Course feedback:

4.4/5

COURSE RATING ★★★★★

99.9%

COURSE RECOMMENDATION RATE

436

436 LONDON GRADUATES. 54% OF OUR DELEGATES ARE FROM OUTSIDE THE UK

Why Design Thinking?

“Design is too important to be left to designers.”

To navigate the complexities of advancing technology and increased competition, we need to become more agile and adopt an innovation culture. Design Thinking drives us to look through the eyes of our customers. It provides the connection between creativity and innovation. It gives us a solution-based approach to solving problems. Increasingly being adopted by some of the most successful businesses in the world, Design Thinking opens up new ways of approaching complex problems, enabling companies to serve the needs of users today and in the future.



The impact of Design Thinking in business:

Design-led companies outperform by 219%

Design-led companies outperformed the S&P index by 219% over 10 years. ¹

32% more revenue and 52% more total returns

McKinsey studied 300 public companies over 5 years and those that were most skilled at executing design principles achieved 32% more revenue and 52% more total returns to shareholders. ²

Reduction in product development and testing time by 33%

IBM report showed that teams who used Design Thinking did better user research and thus reduced the product development and testing time by 33%, making savings of up to \$1.1M. ³

Meet the coaches

Across our courses we work with some of the most renowned, expert coaches in the industry, to help bring their Design Thinking expertise directly to you.



DAVID KESTER

David is co-founder of DK&A and the Design Thinkers Academy London. He is the former CEO of the UK Design Council.

David is known for leading complex projects, pioneering ways to turn social challenges into innovation and enterprise. David is an Honorary Professor at Warwick Business School, an Honorary Fellow of the Royal College of Art; and is ambassador and co-moderator for the Dutch design conference What Design Can Do! At the Design Council he was advisor and contributor to three UK governments, developing and supporting innovation and design policy.



BECKY ROWE

Becky is a research specialist and the owner and Head of Research at the award-winning strategic research agency, **Revealing Reality**.

She has worked for a huge range of big brands, charities, marketing and advertising agencies and central and local government. Recent clients include No 10 Downing Street and Pepsi. Becky is frequently asked to speak at conferences – offering expert commentary both on research itself, and the many different subjects in which she specialises. Becky is a previous winner of the AQR Qualitative Effectiveness Award.



JOE FERRY

Joe is a multi-award winning creative leader and inventor who challenges industry conventions to make a difference.

During his 15 years at Virgin Atlantic, he redefined the brand to focus on customer experience. Joe has extensive experience working with brands within the airline, hospitality and luxury industries and has directed a multitude of design agencies and in-house design teams. He is a visiting tutor for the Royal College of Art's MA course in Service Design. Joe is a great advocate of design and has held positions on the UK's Design Council and Executive Board of D&AD.

Meet the coaches



ARNOUD KONING

Arnoud has been driving Design Thinking in Proctor & Gamble since 2008, heading up their global Design Thinking program.

Arnoud has been working at Proctor & Gamble since 1997 and has introduced user-centricity and innovation principles across a range of consumer goods categories. As Global Business Services Manager, with responsibility for divestiture and acquisitions, Arnoud brings Design Thinking to the heart of the company. Arnoud is an experienced facilitator and coaches both here and in Amsterdam.



CLIVE GRINYER

Clive has led multiple award-winning design teams around the globe and is the Head of Programme for Service Design at the RCA.

Clive leads projects that bring design methods to solve challenges and unlock opportunities. He has led the design of digital customer experiences at Barclays, was Head of Design for Samsung and Cisco and is a Visiting Professor at Glasgow School of Art. Over his career, he's been a product designer with IDEO founder Bill Moggridge and co-founded Tangerine, working alongside Jonny Ive.



GOLDIE CHAUDHURI

Goldie is the Learning Designer at Design Thinkers Academy London and was a visiting tutor at the RCA and Dyson School of Engineering.

At the RCA Goldie taught Innovation Design Engineering and Global Innovation Design. Previously Goldie earned an MA/MSc in Innovation Design Engineering. Most recently, Goldie has been a Research Associate in Sustainable Design Engineering and a Designer-in-Residence with the Institute of Imagination. Before Goldie studied Computer Engineering and spent 7 years working at Microsoft, including on the HoloLens augmented reality prototyping team.



RACHEL SMITH

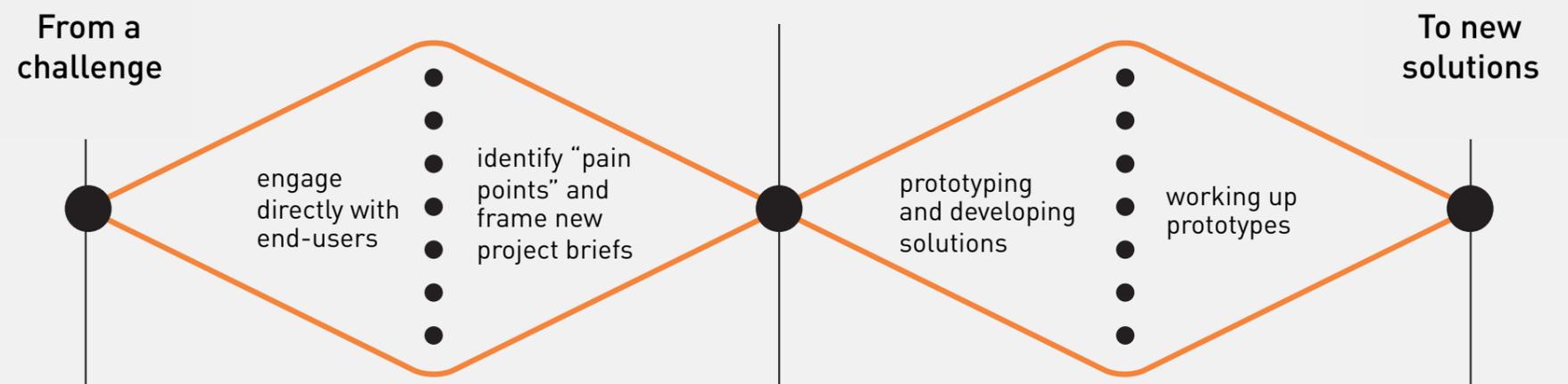
Rachel is the founder of visual consultancy and training academy, Eye-Think and a designer, facilitator and illustrator for innovation.

She started her professional life in design as an architect, training at the Royal College of Art and specialising in creating masterplan visions for heritage sites. She helps others to draw on their visual capacities to think and communicate in different ways. Rachel has brought Visual Thinking to startups, innovation agencies and large organisations. She has worked as a visiting design tutor at the University of Nottingham and a consultant for Escape the City.

What you'll learn

From the outset, you'll learn how to be a Design Thinker, working on a unique, social challenge. By the end of the course, you'll have the skills, tools and confidence you need to drive change across your business.

We teach a four-stage design process called the Double Diamond:



DISCOVERY

immersing participants in the subject matter, the new research and providing the opportunity to engage directly with end-users.

DEFINITION

using customer journey mapping to identify "pain points" and frame new project briefs.

DEVELOPMENT

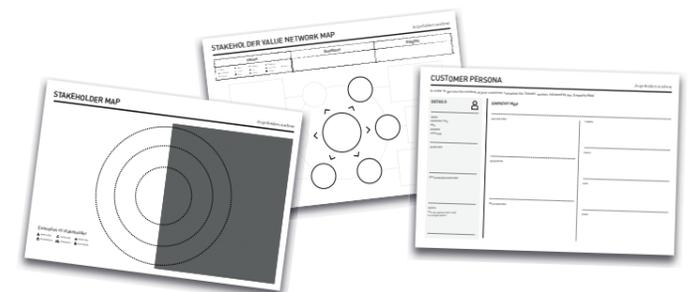
ideating, prototyping, testing and developing solutions with end-users.

DELIVERY

working up prototypes into mini-business case presentations for evaluation by a jury.

Examples of tools you may learn:

- Research techniques
- Persona
- Stakeholder Mapping
- Ideation Methods
- Opportunity Statement
- Customer Journey Map
- Business Model Canvas
- Concept Proposition
- Service Blueprint
- Problem Framing
- Persuasive Selling
- Storyboard Scenario



Design Thinkers Bootcamp

Day-by-day

DAY 1: FIND

You'll learn how to look through your customers' eyes, understand their behaviours and needs, and create actionable insights.

09.00 KICKOFF

Registration and welcome

EXPERT COACH MASTERCLASS

Observational techniques and ethnographic research applied to understand end users

CHALLENGE FOR THE WEEK

Set by a guest sponsor client

LUNCH

BE YOUR OWN ETHNOGRAPHER

Go out to conduct your own end-user research

WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

DAY 2: FRAME

Reframe the challenge and introduction to design thinking tools to create a starting point for innovation.

09.00 KICKOFF

Registration and welcome

EXPERT COACH MASTERCLASS

Design and reframing of the brief and how to build insights

BUILD ON RESEARCH

Create your persona and build a narrative around it using the Customer Journey Map

LUNCH

DESIGN BRIEF DEVELOPMENT

Return to the challenge objectives with a brief based on your persona

WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

DAY 3: MAKE

Prototype and test your ideas with end users so that you can learn together from mistakes and move on to better iterations.

09.00 KICKOFF

Registration and welcome

EXPERT COACH MASTERCLASS

Unlocking creative thinking and the principles of ideation

PROPOSITIONS AND IDEATION

Build a portfolio of concepts and ideas for testing and refining

LUNCH

PROTOTYPE BUILDING AND TESTING

Test your ideas with end users

WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

DAY 4: NARRATE

Prepare and present your final propositions to experts, industry leaders and the sponsor client.

09.00 KICKOFF

Registration and welcome

EXPERT COACH MASTERCLASS

Turning your concept into a business case and a persuasive sell

PITCH PREPARATION

Refine your presentation and narrative, and rehearse to sell it in

LUNCH

DRAGON'S DEN PRESENTATIONS

Presentations to industry experts and sponsor client

WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

DAY 5: APPLY

Reflect and assess on what you've learnt and how to apply it to your own professional challenges.

09.00 KICKOFF

Registration and welcome

THE DIG

Finding and reflecting on personal lessons learned

DOUBLE DIAMOND

Expanding your horizons through a group exercise mapping insights

MY PLAN AND MY JOURNEY

Peer learning using personal planning tools

LUNCH

15:30 GRADUATION AND BOOTCAMP ENDS

Who's it for?

Bootcamp attracts a global mix of leaders and managers from corporates, start-ups, government and the third sector. It has provided the platform for innovation in companies across the world and we have often gone on to work with delegates on their own company projects.



“As a leader of change projects, I realised it was a powerful way to get people engaged in change”

Tara Yamashita, VP Group Strategy, BAE Systems

Learn more about Tara's experiences on both our Design Thinkers Bootcamp and Facilitation [here](#).

“Holistically the best immersive training course I've attended yet – the thought that went into designing it was evident everywhere. High calibre facilitators and speakers, great practical toolkit and case study to apply them to, meant everyone went away from the course energised and overflowing with ideas to practically implement the Design Thinking principles. I can't recommend enough!”

Warren Kearney, Director of Business Solutions, BT

“Absolutely the best course I've ever been on- everything was superbly organised and made for a perfect learning environment”

John Wood, Digital Manager, Trades Union Congress

“The course awoke some dormant imagination and provided tools and direction to transform my professional life.”

John Gleeson, Associate Director, WSP

Find the right course for you...

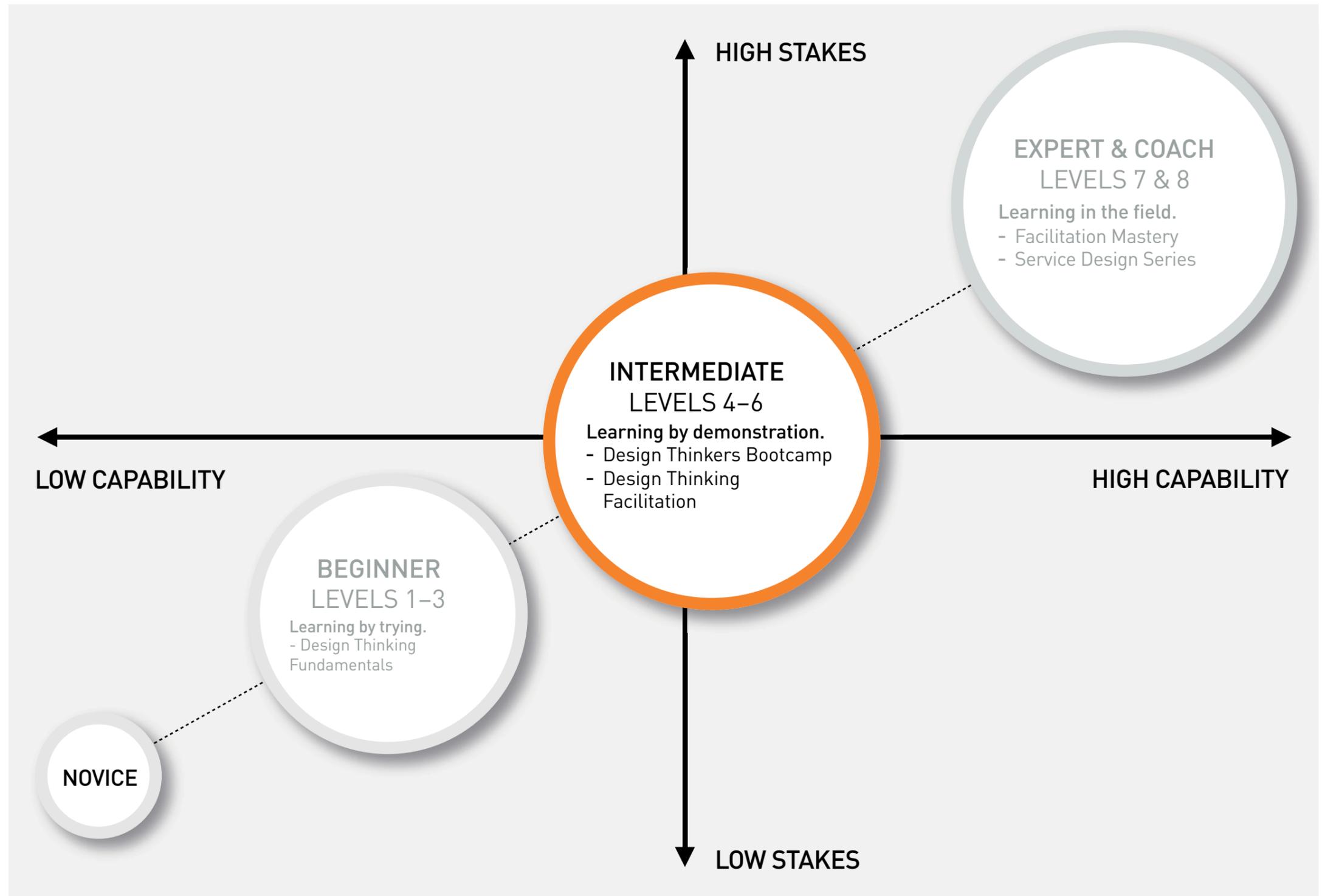
We offer a wide range of Design Thinking courses, enabling delegates to find the right course for them.

It is important to us that you find the course that is made for your level of experience and expertise.

Use the chart to determine the best course for you.

N.B. Although the starting point for both Fundamentals and Bootcamp are the same, the end point is very different.

Bootcamp offers a more in-depth, richer experience, involving 5 masterclasses from renowned Design Thinking experts. Please get in touch if you want to know more about the courses to understand which one is right for you.



Value for money

Our courses are designed to give delegates the highest quality learning experience possible in a condensed time frame.

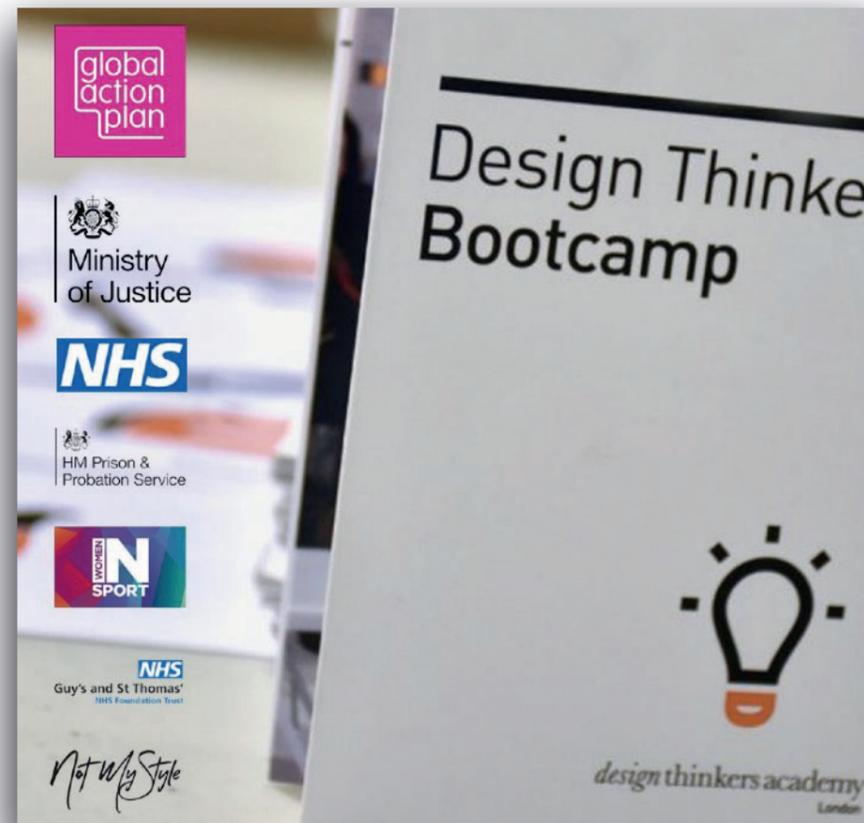
Real Life Challenge

On Day 1, the delegates are presented with a real-life social challenge, sponsored by a client (previous sponsors incl. MoJ, HS2, NHS, Women in Sport and more). Throughout the week, learners work together to tackle this real world social issue. They conduct end-user interviews, develop personas, pitch ideas and learn new ways to collaborate with one another on an issue in need of innovation.

This is a truly hands-on course centred around the idea of "learning by doing".

Breadth of Curriculum

Design Thinking is essentially design for non-designers. Its purpose is to put the powerful approach of user-led design in the hands of business innovators. To understand and practice DT, learners have to assimilate what a design professional might normally accumulate over a degree, possibly a masters and industry experience. There is a lot to learn and the course provides that sufficient depth to ensure that you experience a through education in Design Thinking



IP

All our methods and tools are shared openly. Although we have developed our material over many years we actively share our knowledge to expand the universe of Design Thinkers.

The value is in the people and the learning experience, not the tools themselves. On this basis, we do not attempt to protect our IP, so you will be welcome to use and adapt our tools for free.

Price Comparison

Our courses are designed to give delegates the highest quality learning experience possible in a condensed time frame. We do this by bringing together expert coaches, who distill and share their knowledge to ensure that each of our delegates walks away with a lasting set of skills and tools for change.

We endeavour to keep our pricing highly competitive and are happy to discuss this further, should you have any questions.

Design Thinking Alumni

As part of going on a course you will also have the opportunity to join our DTA Alumni Group. Here we share exclusive offers and content for you to engage in after the course has finished.

This includes video tutorials of the Design Thinking toolkit to help you refresh on things from the course, discounts to future courses, access to DT events and the opportunity to connect with other Design Thinkers.

Special Discounts

Early Bird Discount — The booking window for the course opens a few months before it is set to begin. If you book early, you can secure the early bird rate of £2450 + VAT.

We also offer special discounts for certain delegate groups (see below). These can be applied to both the regular price and the early bird rate.

10% Off — Education or 3rd Sector (NGOs, Charities/NFPs etc.)

15% Off — Students (Undergrads, Post-grads, MBAs etc.)
Sole Trader, Freelancer, Owner/Operator

Do you want to train more than one member of your team? We offer a sliding scale of discounts. Pay full price for the first space, get 10% off the second and third and 15% off every space you book after that.

If you're booking a lot of spaces, you may want to talk to us about tailoring a course especially for your business.

Who are the Design Thinkers Academy London?

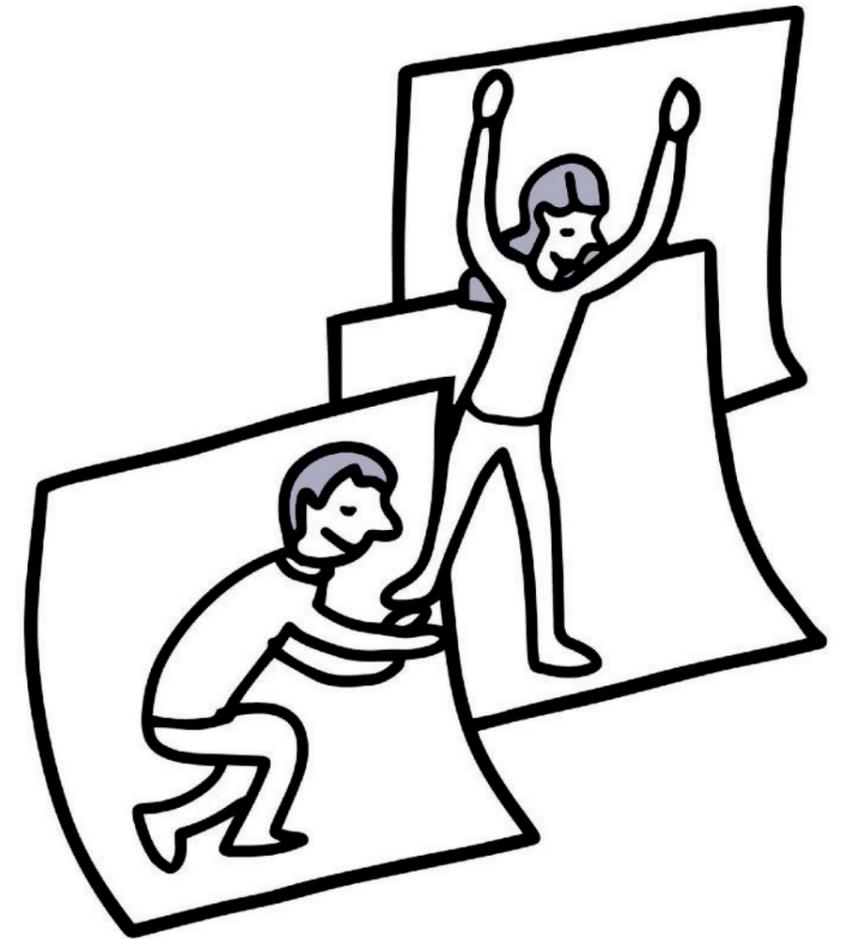
We are the UK arm of the Design Thinkers Academy, a training organisation for business. We are an education division specialising in collaborative innovation.

Founded in Amsterdam, we are part of a global network of 18 companies. We bring with us the systematic methodology of Design Thinking, a structured and evidenced approach to learning, and the experience of turning leaders into Design Thinkers who innovate in business.

The Design Thinkers Academy London is the training arm of DK&A – a strategic design consultancy for change makers. At DK&A we train teams and support companies to innovate. We help our clients generate fresh ideas and turn these into new products and services around the needs of users. We believe in the practical power of design to make a positive difference and we see ourselves as change agents.

Previous clients include: Richemont, SAP, HS2, VISA, PwC and more.

Find out more [here](#).



What's next?



Are you interested in booking yourself or your team onto the course?

If you would like to know more, book in a call with Shanna Bent, our Customer Relationship Coordinator, [here](#) or email us at info@designthinkersacademy.co.uk.



Book directly online [here](#).