Design Thinking Fundamentals
2020 Prospectus

design thinkers academy

London

Overview

A high-energy, two-day course

Fundamentals covers the entire end-to-end Design Thinking process, equipping you with the key tools. It is focussed on building a foundational understanding of Design Thinking and associated technical skills. Tailored with a live brief that simulates a relevant client-focused challenge, Fundamentals is the perfect introduction to Design Thinking.

Examples of some of companies who have attended Fundamentals:

BT   Direct Line Group   EY   Paysafe: AMERICAN EXPRESS

LSE   P&G   NHS   ZS   ORACLE

Ministry of Justice   The London Institute of Banking & Finance   innocent *tastes good, does good*   Synechron   MANCHESTER 1824

Course feedback:

4.4/5
COURSE RATING ★★★★⯪

97.9%
COURSE RECOMMENDATION RATE

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]
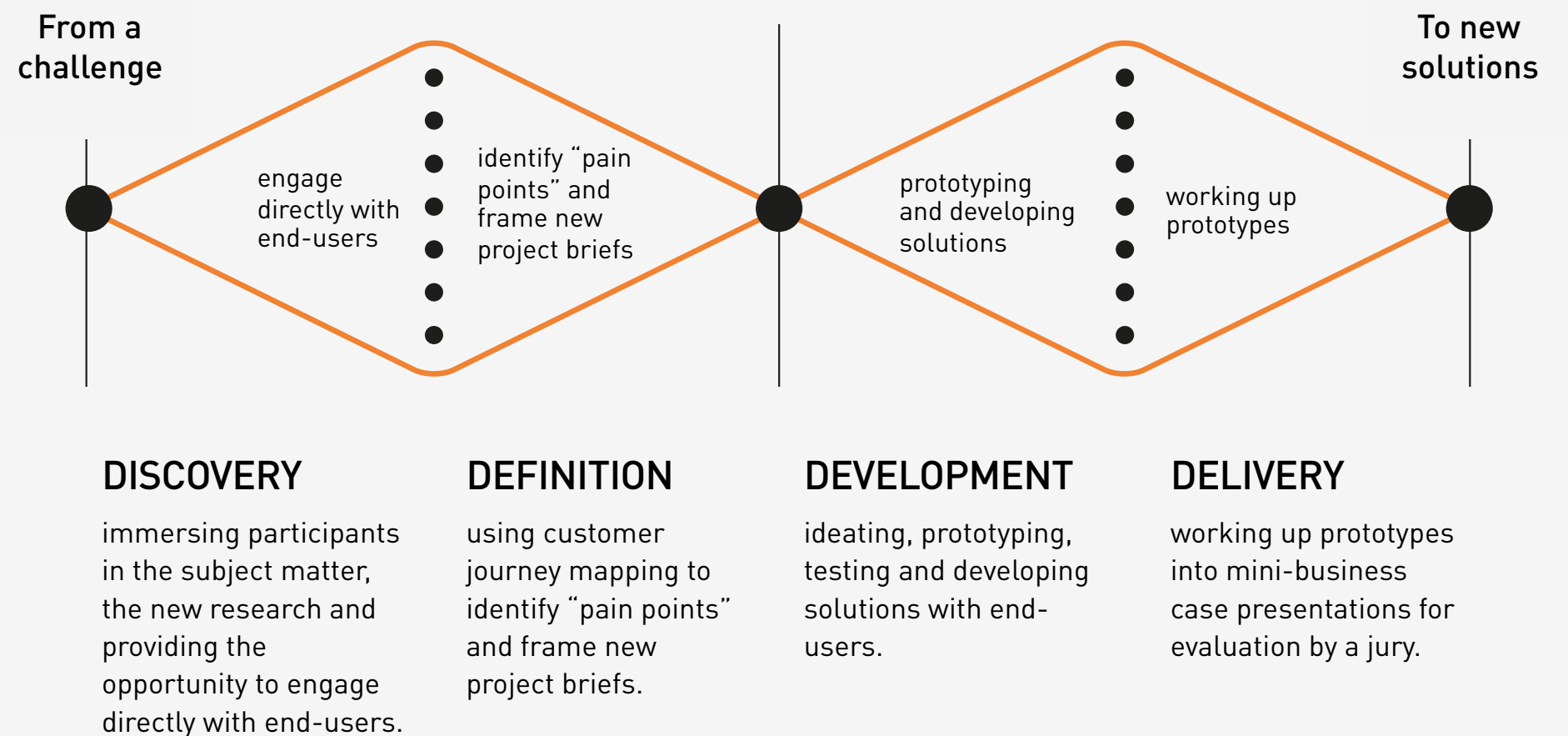
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[1] Adobe [2] McKinsey [3] IBM

What you'll learn

This fast-paced course is the perfect introduction to the Design Thinking essentials.

In just two days you'll be equipped with all the foundational knowledge and tools you need to kick-start your own Design Thinking journey.

On top of that, as part of the course you will become part of a network of peers (via a LinkedIn group, WhatsApp and email) receiving new information, content and support from DTA London.

We use a four-stage design process:

From a challenge

engage directly with end-users

identify "pain points" and frame new project briefs

prototyping and developing solutions

working up prototypes

To new solutions

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
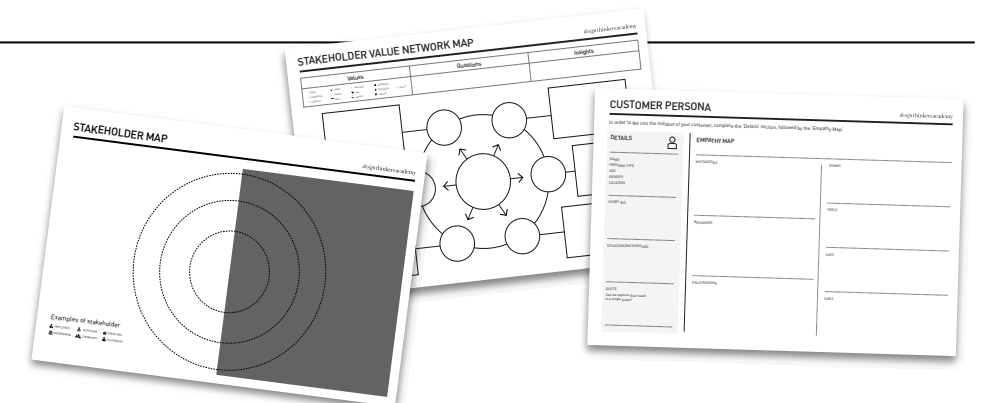
Design Thinking Fundamentals
Day-by-day

The course teaches all the basics required to a get an experienced business professional up and running with Design Thinking (DT), as part of their personal innovation toolkit. The strength of the course is that learners achieve a solid understanding of DT, as well as <u>why</u> and <u>when</u> to use the diverse tools and methods. Our expert coaches illustrate the theory with short case studies and lead participants straight onto 'learning by doing' through the introduction of a real-life challenge.

Day 1: Discover & Define

09:00	Kickoff	Registration and welcome
	Introduction	Essentials of Design Thinking
	Guidelines	Introduction to qualitative methods
	Challenge	A real-life problem to practice on
	Mapping	Map key stakeholders
	Lunch	
	Field work	Go out and do your own end-user research
	Persona	Build your persona
	Mapping	Build your Customer Journey Map
	Insights	Share insights, create research wall, codify, organise, synthesise, theme and select
	Debrief	Reflection on activities and next day preparation
18:00	End	

Day 2: Develop & Deliver

09:00	Kickoff	Recap and reflections
	Ideation	Create a portfolio of concepts and ideas, Ideation methods, Idea Prioritisation, Concept Proposition
	Prototyping	Start to build your ideas
	Review	Review feedback using idea prioritisation methods
	Mapping	Map the value exchange to stakeholders
	Lunch	
	User testing	Test ideas with end-users, iterate prototypes and prepare your pitch
	Presentation	Present your ideas to the 'Dragon's Den'
	Debrief	Reflection
	Graduation	Certificate presentation
17:00	End	

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.

GOLDIE CHAUDHURI

Goldie is the Learning Designer at Design Thinkers Academy London and was a visiting tutor at the Royal College Art 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 geospatial database and the Hololens augmented reality prototyping team.

CATHERINE COLLINS

Catherine Collins is a service designer and founder of Moxie, furthering ideas that matter using Design Thinking methods. She previously worked at More than Metrics.

In her work, she is drawn to questions and challenges whose answers cannot be googled. She has led and scaled an award-winning Design Thinking and entrepreneurship program for Middlebury College. She collaborated with enterprises across sectors to scale service design within More than Metrics, and worked on the investment side of entrepreneurship. From the U.S., living in Austria, Catherine delivers design workshops and sessions around the world.

Who's it for?

Fundamentals is for anyone who hasn't used Design Thinking before and wants a hands-on introduction. Our delegates come from all over: from the UK to worldwide, from sole traders to CEO's, from the finance industry to health; Design Thinking Fundamentals has helped inspire a truly wide range.

"The course was excellent and massively exceeded my expectations – I've learned so much over the last 2 days. Would highly recommend."

Senior Design Consultant

"A very intensive learning experience with masses of content that will challenge people's familiar and stale working practices."

Andrew Davis, Creative Leads

"I absolutely loved Fundamentals. It really explains everything that you need to know about Design Thinking. Very hands on and practical as well. A must-do for all the marketing and senior management team. "

Yukti Garg, Senior Proposition Manager, BT

"It's an excellent course and I will be referring to the material religiously."

Leo Addo, Customer Experience Analyst, NHS Trust Fund

" Encourage yourself to feel uncomfortable and tackle a challenge without an answer. Take the course – it'll show you how"

Kerry Doble, Group Marketing Leader

Value for money

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

Breadth of Curriculum

Design Thinking is essentially design for non-designers. Its purpose is to put the powerful approach of user-led design in to the hands of business innovators. To understand and practice DT, learners have to assimilate what a design professional might normally accumulate over a degree. There is a lot to learn and the course is fast paced to ensure all learners get a good grasp of the essential concepts.

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.

Active & Blended Learning

The quality of learning experience is achieved by a blended learning approach. Theory is communicated in bite-sizes, supported with speedy exemplars and then put immediately in to practice by the learners to embed their understanding.

This is a hands-on course and learners will be presented with a social enterprise challenge to tackle across the two days. This includes interacting with real-end users to understand the process of insight gathering.

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 £1250 + 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.
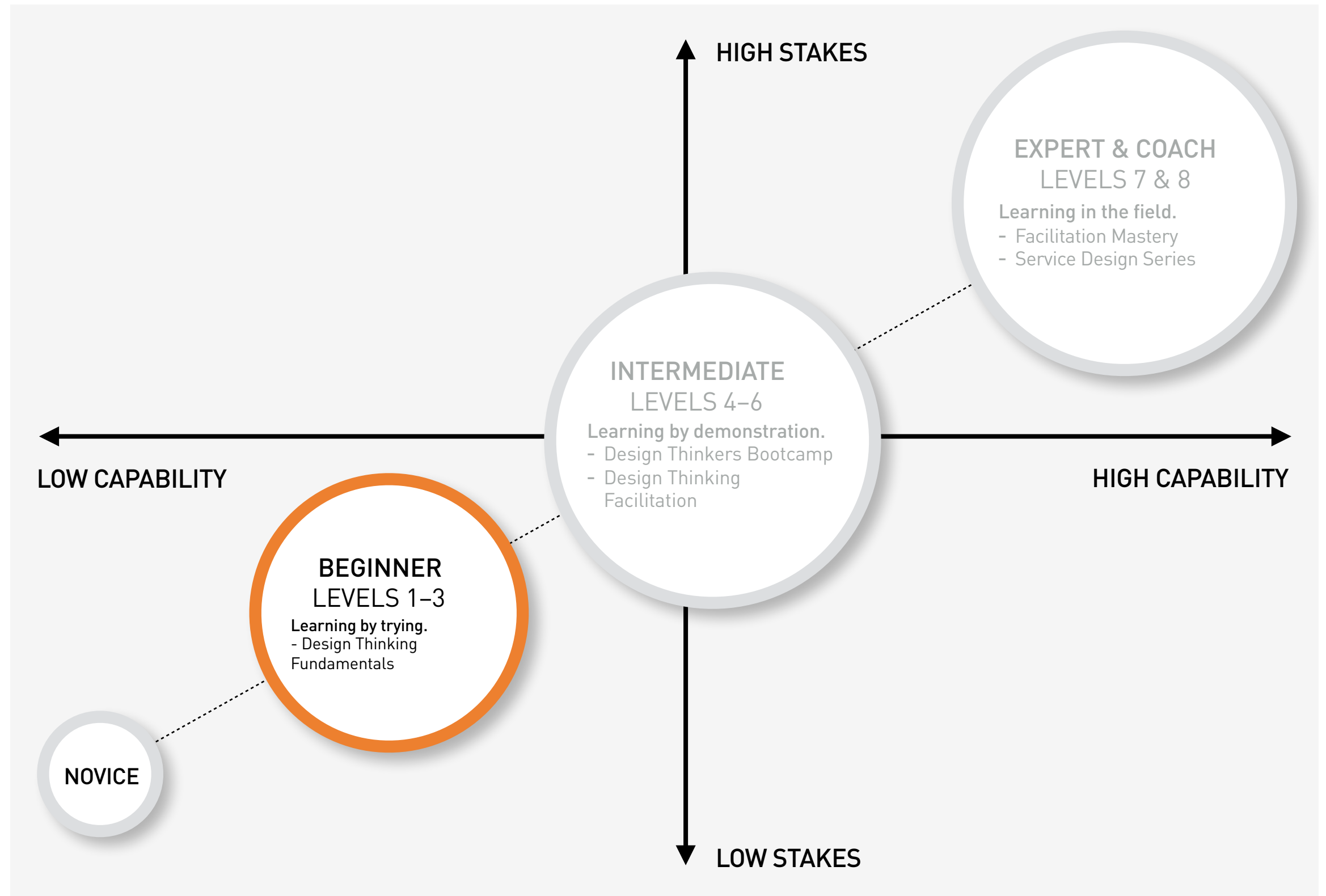
Find the right course for you...

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.

HIGH STAKES

EXPERT & COACH
LEVELS 7 & 8
Learning in the field.
- Facilitation Mastery
- Service Design Series

INTERMEDIATE
LEVELS 4–6
Learning by demonstration.
- Design Thinkers Bootcamp
- Design Thinking Facilitation

LOW CAPABILITY

HIGH CAPABILITY

BEGINNER
LEVELS 1–3
Learning by trying.
- Design Thinking Fundamentals

NOVICE

LOW STAKES

# 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.

DK&A

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London
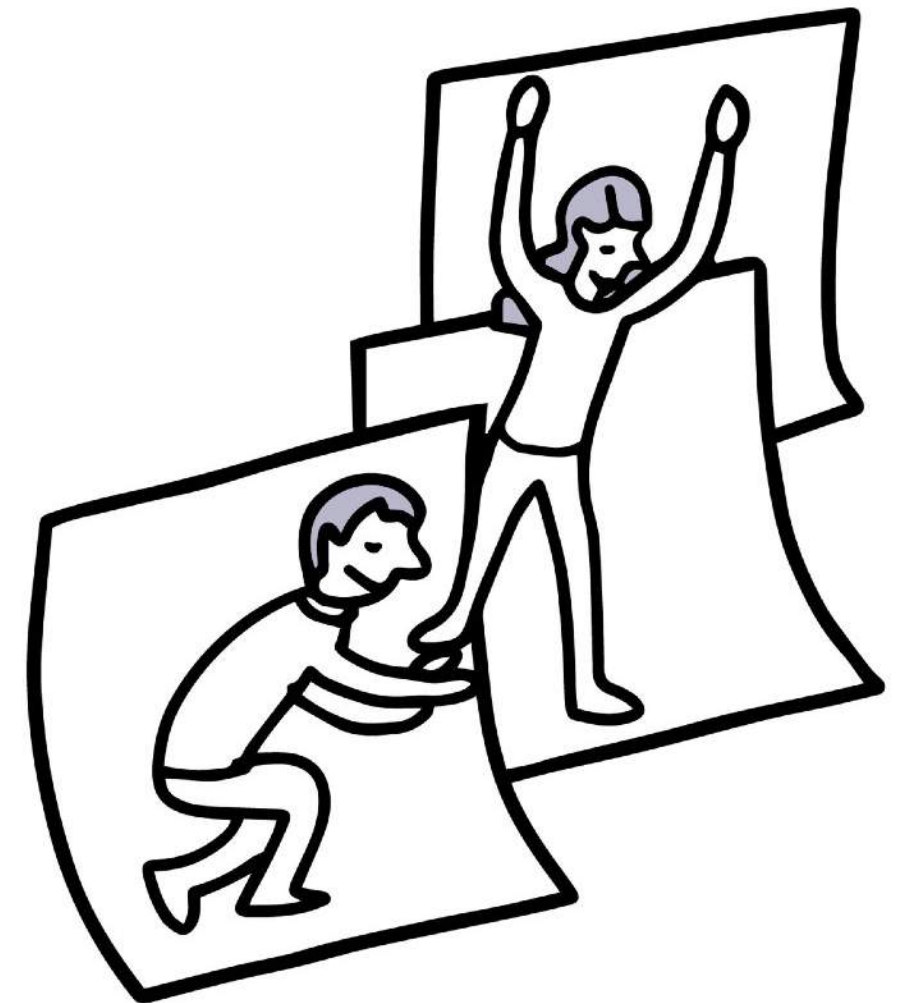
What's next?

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.