



Course Content at a Glance

Design Thinking for Strategic Innovation



Schedule

Weekly, 5 weeks,
each 9-1pm



Delivery

Online



Price

€950 Course Fee

€750 Early Bird Fee



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Email

tangentcourses@tcd.ie

Masterclasses

Session 1

Creative Thinking for Business

- What is creativity?
How inclusive is it?
- Principles of creative thinking
- Bridges and barriers to creative thinking
- The CPS (creative problem solving) model
- ◊ Reflection question: If you had everything you needed to think creatively and perform at your best, what problems would you solve at work?

Session 2

Intro to Creative Problem Solving

- Convergent and divergent thinking
- Invitational stems to frame problems as questions
- Techniques to defer or suspend judgement
- Action planning incorporating 'assistors' and 'resistors'
- ◊ Reflection question: What's the most important problem for you and your team to solve at work? Try to phrase that problem as a 'How might we...' statement

Session 3

Introduction to Design Thinking

- Design thinking skills, and how they relate to creativity, innovation, and brainstorming
- Problem definition - identifying customer needs and user groups
- Customer journeys and empathy mapping
- ◊ Reflection question: To make progress on your 'How Might We...' statement who are the stakeholders you need to meet and empathise with?

Session 4

Rapid Idea Generation and Insight

- Creating the right environment for generating ideas
- Tools and techniques for divergent thinking
- Tools and techniques for convergent thinking
- An introduction to the Basadur Innovation profile for individuals and teams.
- ◊ Reflection questions: Based on your Basadur results, what profile do you present at work? Given your team's overall profile what tools might you use to stimulate ideas and insight?

Session 5

Design Thinking for Strategy and Change Management

- Principles of Design Thinking at the organisational level
- Using Design Thinking to overcome barriers to strategic thinking and justifiable change management
- Techniques to drive Design Thinking at the organisational level: What's in my design thinking toolkit?
- How we can use strategic story in our businesses going forward
- ◊ Reflection question: Following this programme, what is the first step in your plan to embed Design Thinking into your organisation's strategic practices?



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Timetable

Session 1- Creative Thinking for Business

Session 2- Introduction to Creative Problem Solving

Session 3- Introduction to Design Thinking

Session 4- Rapid Idea Generation and Insight

Session 5- Design Thinking for Strategy and Change Management

COURSE FACILITATOR

Jonathan Bannister BA - Design Thinker



In October 2020, the World Economic Forum affirmed that the three most critical skills businesses require to remain competitive and manage change over the next five years are innovation, active learning and complex problem-solving. These skills are the very skills that Jonathan has spent the last decade helping leaders embed in their organisations.

As part of the Creative Education Foundation's core faculty, Jonathan is at the forefront of designing and delivering courses in creativity, design thinking, design sprints, and complex problem-solving. Jonathan has also designed the Social Business Canvas, a tool to help social entrepreneurs design and map their business models. Jonathan helps to transform organisations and leaders across both the public and private sectors including Nottingham Business School, BlueJeans, Morgan Sindall and Fauceria.

