# Course Content at a Glance

## Design Thinking for Strategic Innovation

### Masterclasses

<table>
<thead>
<tr>
<th>Number</th>
<th>Masterclass</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>MASTERCLASS 1</td>
<td>Creative Thinking for Business</td>
</tr>
<tr>
<td>2</td>
<td>MASTERCLASS 2</td>
<td>Intro to Creative Problem Solving</td>
</tr>
<tr>
<td>3</td>
<td>MASTERCLASS 3</td>
<td>Introduction to Design Thinking</td>
</tr>
<tr>
<td>4</td>
<td>MASTERCLASS 4</td>
<td>Rapid Idea Generation and Insight</td>
</tr>
<tr>
<td>5</td>
<td>MASTERCLASS 5</td>
<td>Design Thinking for Strategy and Change Management</td>
</tr>
</tbody>
</table>

### Course Dates
- 8 Weeks, Thursdays, 5th May - 23rd June 2022

### Schedule
- 5 x 3-hour Masterclasses
- 3 x 1.5-hour Greenhouse sessions

### Delivery
- Online

### Price
- €750 Course Fee
- €550 Early Bird Fee (If booked before Mar 23rd)

### Apply
- Click here or Email tangentcourses@tcd.ie
Greenhouse Sessions

Tangent’s Greenhouse Sessions provide a space where seeds are planted, and new ideas grow. These sessions are facilitator-led and collaborative, offering a space where participants begin to apply their learning to a specific work-related challenge.

The Greenhouse Sessions allow you to receive support, gather feedback and experiment in a non-judgemental environment.

### Greenhouse 1: Challenge Introductions

The first greenhouse (Week 3) will help you articulate your challenge and provide you with some initial ideas on how to address it; you will also share your challenge with your peers, seek alternative perspectives, and adjust your ideas accordingly.

### Greenhouse 2: Idea Refinement

The second greenhouse (Week 6) is where you will share your refined approach for further discussion and comment, this time focusing on implementation. Following this, your idea can be brought forward to the ‘storytelling for business success’ session (Week 7). Here, you will learn how to turn your idea into a compelling and impactful story.

### Greenhouse 3: Presentation Showcase

The third and final greenhouse (Week 8) is a programme-closing showcase event, where you will communicate your ideas through storytelling, and include steps for implementation. Following this, you will return to your organisation with a clear plan to address the challenge and a compelling narrative to share with others.

### 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.