



Course Content at a Glance

Design Thinking for Strategic Innovation



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)



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Email

tangentcourses@tcd.ie

Masterclasses

MASTERCLASS 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?

MASTERCLASS 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

MASTERCLASS 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?

MASTERCLASS 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?

MASTERCLASS 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

Thurs 5th May

Masterclass 1: Creative Thinking for Business

Thurs 12th May

Masterclass 2: Introduction to Creative Problem Solving

Thurs 19th May

Greenhouse 1: Challenge introductions

Thurs 26th May

Masterclass 3: Introduction to Design Thinking

Wed 1st June

Masterclass 4: Rapid Idea Generation and Insight

Thurs 9th June

Greenhouse 2: Idea refinement

Thurs 16th June

Masterclass 5: Design Thinking for Strategy and Change Management

Thurs 23rd June

Greenhouse 3: Presentation Showcase

Masterclass sessions will be held from 10am to 1pm.

Greenhouse sessions will be held from 11:30am to 1pm.

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.