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DUBAI • MUMBAI • SINGAPORE • SYDNEY

PLQ
PREMIUM LEARNING ONLINE

INNOVATION & DESIGN THINKING

CURRICULUM & AGENDA

SESSION 1:   **TOPIC – TYPES OF INNOVATION**

COURSE INTRODUCTION

Team Building – Discuss The Following:
- Get to know each other
- In what ways are you creative?
- In what ways would you like to be more creative?

Share

Types of innovation
- Innovation overview
- Groups: Provide examples & share
- How does Design Thinking fit into this?

Preparation (on your own) for next workshop day:

1) **Video** - Watch "Design Thinking - Stories of Business Value & ROI" **(https://youtu.be/a5fsqm_pCKQ)** I'll assume you know these stories as we go through our workshops! (Note: Research stats mentioned in the video are also provided as a PDF for your convenience)

2) **Read**
   - ExperienceInnovation pre-read
   - Why Design Thinking Works

SESSION 2:   **TOPIC – BUSINESS VALUE OF DESIGN THINKING**

VIDEO/READINGS DISCUSSION

BizValue & types of challenges appropriate/not-appropriate for DT
- Note: We focus on the classic stories of innovation you wouldn't know to Google

Groups
- EACH PERSON: Please list at least **1 challenge you'd like to work on creatively.** You might draw inspiration by asking yourself questions like:

   a) "I wish I had an easy way to do x" or "I wish someone would create a product/way to do y"

   b) "Our family business faces competition from x - or declining customer base for y – what can we do?"

   c) "With x new technology/capability, we could…."

- What are the most important problems humanity should be working on creatively, today?
- Will you? Why or why not?

Share

SESSION 3:   **TOPIC – DEFINE CHALLENGES**

GROUPS

- Make it GREAT, be PASSIONATE! This is YOUR/THE future.
- Dotversation
- Challenge maps

Share

SESSION 4:   **TOPIC – OBSERVE PEOPLE PART 1**

EXTREMES & ANALOGIES

Groups
- Define your xtreme lo, xtreme hi, & analogy

Share

SESSION 5:   **TOPIC – OBSERVE PEOPLE PART 2**

Ethnographic tools
- Tip: Write on post-its on notepads - can post & re-arrange (theming)
- 10+ interviewees & EXPERIMENTEES!

Groups
- Plan ethnography, including how to record observations, interview protocol, etc.
- Ethnography note-taking role-play! (post its vs. paper vs. phone text, visualising on wall, interviewer vs. note-taker, taking notes after interview to maintain casual conversation, etc.)

Share
- Your ethnography techniques
- Qs (remember this is not a survey!)

Read for next workshop day:
- Better Service, Faster
- How Design Thinking Turned one Hospital into a Bright and Comforting Place
- Health Care Providers Can Use Design Thinking to Improve Patient Experiences

SESSION 6:   **TOPIC – OBSERVE PEOPLE PART 3**

Readings discussion:
- What did these organisations have in common, in their design thinking experience (process, techniques used, business outcomes, etc.)?
- What elements will be especially useful to your project (techniques, targeted outcomes, etc.)?

"As-Is" Journey Maps

Groups practice

Share

SESSION 7:   **TOPIC − FORM INSIGHTS**

Improv theatre exercise:
Storywording (Listening, building, & letting go!)

Form insights

Groups
- Persona(s)

Share

SESSION 8:   **TOPIC − FRAME OPPORTUNITIES**

Tools
- HMW
- IBM Hill Statements

Groups
- Careful: Solutions are different from FO's!

Share

SESSION 9:   **TOPIC − BRAINSTORM SOLUTIONS PART 1**

Video: Comfortable: 50 People 1 Question

Creativity exercises

Brainstorming process/techniques

Groups
- Solution brainstorming

Share

SESSION 10:   **TOPIC − BRAINSTORM SOLUTIONS PART 2**

Storyboarding
"Future-state" journey maps

Groups practice

Share

SESSION 11:

TOPIC – PLAN EXPERIMENTS

VIDEOS: ELMO CALLS & ELMO PROTOTYPE

Groups
- Plan experiments, including prototypes, experiment plan, practice & role-play!
- Note: If making an app, you may like to try **IBM Bluemix** or **appinstitute.com**

Share

Gather materials for next session prototypes/experiments
- Arts/crafts material such as (but not restricted to) the following: Legos, play dough, craft paper/pens/paints/markers/pens/pencils, cardboard, tape

SESSION 12:

TOPIC – PROTOTYPE & EXPERIMENT PART 1

TRY OUT YOUR IDEAS, PROTOTYPE, TEST ASSUMPTIONS, LEARN!

In today's session, you'll be doing **groupwork,** and your facilitator will provide feedback & guidance
Experiment after class & bring your findings back to your group in the next session

SESSION 13:

TOPIC – PROTOTYPE & EXPERIMENT PART 2

Share experiment results within your group

Refine your idea & your prototype

Read for next workshop day:
- Use Design Thinking to Build Commitment to a New Idea
- The Right Way to Lead Design Thinking
- Why Design Thinking in Business Needs a Rethink

SESSION 14:

TOPIC – PREPARE PRESENTATIONS

Readings discussion:
- Using a DT approach, design how you might introduce your new DT initiative into the marketplace -- or if part of a corporate innovation initiative, how you would gather organisational support. (Hint: See BTFG & Westpac's approach to building commitment and support).

- What should the leader of your DT project do to promote the success of your project (either within or outside a larger organisation)?

Prepare to present your solution in the next session:
- 10-minute team presentation
- Each group member must speak
- Marks will be awarded for: The solution's desirability, feasibility, and viability, as well as presentation visuals and oral delivery
- Your project summary/presentation can include PowerPoint, video, roleplay, prototype, physical model, ... be creative! :)

- Please include:
  a) Photo / video
  b) Eye-catching title
  c) Description of the opportunity
  d) Potential value to be created
  e) Other stuff you feel is important
  f) Your learnings from this experience
  g) Possible next steps

SESSION 15: TOPIC – PRESENTATIONS (10 MINS PER GROUP ONLY!)

PRESENT, SHARE LEARNINGS FROM EXPERIMENT, ENVISION NEXT STEPS

Gleaning & gestalt
- What is DT?
- If you pursue your challenge, FIRST see if someone else is doing it - join forces?
- TiE, Found8., i2i mentors & accelerators

Peer Evaluations

Share

PRESCRIBED ARTICLES:

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