

COURSE OVERVIEW

Design Thinking for Results (DTR) engages participants in a discussion about an iterative design process which bridges imagination and implementation to help organisations rapidly and incrementally address complex challenges, create value and grow. Participants will explore the need for customer-focused thinking and learn that not all innovation involves product innovation. They will experience the value that innovating around processes and services can bring to an organisation and discover how to implement a test-and-learn mentality that capture more value for the organisation more quickly.

This course is a highly interactive experiential workshop. Participants will learn about a real-life business need, then engage in a design-thinking process that asks them to change their thinking about the problem, make sense of the model for capturing value from their ideas, prototype their ideas and develop a plan for rapidly testing and evolving the solution. They will engage with and provide feedback to their fellow participants, reinforcing the notion of iteration and feedback throughout the process. Along the way, they will learn about different types of innovation that organisations benefit from in the modern business context and how to develop responsive and flexible business models for implementation.

LEARN HOW TO

- ✓ Describe how the application of a design thinking process can yield offerings that create, deliver and capture sustainable and differentiated value in the marketplace
- ✓ Apply a customer-centric approach to elicit the needs of the customer
- ✓ Define innovation and its multiple sources
- ✓ Apply an ideation approach to ensure broad diversity of thought and perspective into the development of a concept
- ✓ Build a business model canvas to address the marketplace and matrix sides of the value chain in moving from idea to revenue capture
- ✓ Apply an iterative prototyping approach to refine and streamline concepts into offerings that are novel, desirable, defensible, doable and profitable
- ✓ Define a test-and-learn model to implementation of ideas
- ✓ Present offerings in a clear, concise and compelling manner

COURSE TOPICS

The Design Thinking Process

- The design thinking context
 - Four tensions: desirability, doability, defensibility, profitability
- The design thinking process
 - Perceiving
 - Sensemaking
 - Choreography

Perceiving—Reframing What You See

- Reframing problems
- The need for empathy in uncovering latent needs
- The progression of economic value
- Comparing and contrasting offering types
- Defining customer personas
- Empathy and context mapping
- Design challenge statements

Sensemaking—Ideating and Innovating

- Where good ideas come from
- The importance of innovation
- Defining innovation
- Ten types of innovation
- Utilising multiple types of innovation

Sensemaking—Building The Business Model

- Defining the business model canvas (BMC)
- The market side of the BMC
 - Customer segments
 - Value propositions
 - Channels
 - Customer relationships
 - Revenue streams
- The matrix side of the BMC
 - Key resources
 - Key activities
 - Key partners
 - Cost structure

Choreography—Informing and Improving the Offering

- The importance of prototypes
- Prototype and pitch: the spot approach
- Testing and learning: the tip approach
- Design thinking as infinity loop