



Design Thinking and Innovation

Syllabus

Design Thinking and Innovation equips current and aspiring innovation managers with the design thinking principles and innovative problem-solving tools to solve business challenges and guide their organization's strategy. The course features five weeks of course content and two weeks of cohort project work, enabling the opportunity to put learning into practice. Participants will walk away with an innovation toolkit of frameworks and exercises for identifying business opportunities and generating possible solutions for their organization's initiatives.

Modules	Leaders Interviewed	Takeaways	Key Exercises
Module 1 Content Week - Clarify: The Foundation for Innovation	<ul style="list-style-type: none"> Stéphane Bancel, CEO, Moderna Sean Carney, CDO and Business Leader for Healthcare Transformation Services, Royal Philips 	<ul style="list-style-type: none"> Define users' explicit pain points and latent needs Reframe the innovation context to identify the most game-changing part of the problem Analyze the organizational environment for the ideal conditions for insightful thinking 	<ul style="list-style-type: none"> Problem Framing: Reframe problems from various perspectives (deep, emotional, broad, and dynamic) to identify new pain points and make new solutions possible
Module 2 Project Week – Clarify	<ul style="list-style-type: none"> Phil Gilbert, General Manager, Design, IBM 		<ul style="list-style-type: none"> Project: Apply tools from Module 1 to an innovation problem of your own choosing, or a provided scenario
Module 3 Content Week - Ideate, Part 1: Tools for Generating Ideas	<ul style="list-style-type: none"> Frans van Houten, CEO, Royal Philips D. R. Mehta, Founder and Chief Patron, BMVSS Shani Sandy, Design Executive, IBM 	<ul style="list-style-type: none"> Develop the design principles that will help you create user-focused ideas Experiment with ideation tools for breaking cognitive fixedness and generating ideas Explore structured but open-ended approaches to ideation such as alternate worlds and brainstorming 	<ul style="list-style-type: none"> SIT's Closed World: Divide an existing product, service, model, or strategy into components and manipulate them to break cognitive fixedness and generate ideas
Module 4 Content Week - Ideate, Part 2: User Values and Behaviors	<ul style="list-style-type: none"> Mike Sievert, CEO, T-Mobile Yoni Stern, Partner and SVP of Business Development, Systematic Inventive Thinking (SIT) 	<ul style="list-style-type: none"> Refine innovation ideas using design heuristics Apply research-based personas and behavior models to make innovations easier to adopt 	<ul style="list-style-type: none"> B. J. Fogg Behavioral Model: Identify prompts to improve users' ability and motivation to engage in a desired behavior
Module 5 Project Week - Ideate			<ul style="list-style-type: none"> Project: Apply tools from Modules 3 and 4 to your innovation problem or the provided scenario
Module 6 Content Week - Develop: An Experimentation Mindset	<ul style="list-style-type: none"> Christi Zuber, Managing Director and Founder, Aspen Labs 	<ul style="list-style-type: none"> Combine ideas into complex innovation concepts Critique and strengthen concepts using evaluation tools Guide prototyping by creating critical questions related to a concept's desirability, feasibility, and viability 	<ul style="list-style-type: none"> Concept Poster: Organize all information about an innovation concept to identify critical questions for prototyping
Module 7 Content Week - Implement: Communication and Structure		<ul style="list-style-type: none"> Assess developer and user perspectives for bias that may affect implementation Apply frameworks to strengthen communications about an innovation's value Reflect on management skills for sustaining a culture of innovation 	<ul style="list-style-type: none"> Stakeholder Analysis: Compare the resistance and status-quo bias of key stakeholders and develop a communication plan

Learning requirements: Learning requirements: In order to earn a Certificate of Completion, participants must thoughtfully complete all 7 modules (5 content weeks and 2 project weeks) by stated deadlines.