COURSE OVERVIEW
Have you learned the fundamentals of design thinking and are wondering what’s next? Are you looking to fortify your design thinking competencies? Are you curious about how to initiate design-led initiatives within your organisation? If so, the advanced Design Thinking Accelerator course is for you.

This course will magnify your design thinking (DT) skills and coach you through running short introductory DT workshops, as well as prepare you to set up your own DT project. Tools, frameworks and processes used in this training course are designed so that you can easily translate them for use in your day-to-day workplace environment.

COURSE FACILITATOR
DR LARS GROEGER
Lars is a highly experienced educator, facilitator, researcher and adviser to industry. With a strong business background, he combines his passion for teaching and learning with his expertise in design-led innovation.

He teaches DT to Master of Business Administration students in Sydney and Hong Kong, and is also a DT coach at the HPI School of Design Thinking in Potsdam, Germany. Lars collaborates with leading global corporations on train the trainer programs and with corporations – such as Airbus, BMW, Munich Re and Roche – to break any barriers that impede the implementation of DT.

Participants describe his teaching style as ‘very engaging’, ‘so enthusiastic that it becomes contagious’ and ‘humorous and very interactive’. His extensive DT experience means that he can playfully relate a wide range of design tools to commercially robust outcomes, across many industries and contexts.

COURSE INFORMATION

DURATION
3 days

LOCATION
Sydney city campus
Level 24, 123 Pitt Street, Sydney NSW 2000

WHO SHOULD ATTEND?
This course is for managers who have the acumen and vision to implement DT and oversee it either as a team leader and enabler, intrapreneur or change agent.

This course is designed for:
• any manager who has already experienced the impact of design thinking and aims to get a deeper and broader understanding of process, tools and mindsets
• decision makers and innovation catalysts in organisations searching for creative solutions to complex challenges.

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COURSE OBJECTIVES
This hands-on, fast-paced course will challenge the way you think about, analyse and solve problems.

It’s based on experiential learning: a continuous cycle of problem-based activities, theoretical inputs, reflection and conceptualisation, and how it applies to your individual workplace.

The objectives of this course are twofold: Firstly, to strengthen your creative confidence so you know when, why and how to apply DT principles and tools. Building on your introductory DT skills, you’ll deep dive into the different phases of the creative problem-solving process and apply selected design practices and related tools to real-world problems – practicing and reflecting on when, how and why they can be applied. You won’t work on one challenge throughout the course but will be confronted with multiple problems.

Secondly, this course enables you to drive design-led change across your organisation. You might start small, but you start the process and you become the advocate for inspiration within your organisation.

By the end of the course, you’ll be able to:
• identify and select opportunities, challenges and barriers to DT implementation within your organisation
• choose and develop a design challenge for your organisation, get management buy-in and choose the right team to drive it
• develop, design and run an introductory DT workshop.

COURSE TIMETABLE

PRE-COURSE WORK: WHAT WORKS, WHAT DOESN’T?
You’ll need to come prepared with your own DT story, to enable you to reflect on your personal DT experience regarding what worked for you and what didn’t work within your organisation. Consider a DT kick-off project.

DAY 1
Practice deep dive
You’ll apply advanced DT tools and methods to selected corporate challenges – practicing and reflecting on when, how and why they can be applied.
• Problem reframing
• Avoiding the solution-mode fallacy

DAY 2
Accelerate
Day two is practical in the sense that you’ll run your own workshop.
• DT implementation: what we see in practice
• DT workshop design: from overall flow to microtiming
• Basic coaching and DT workshop facilitation skills
• Run an introduction to DT workshop

DAY 3
Implement
During day three, we will focus on working on individual ideas for starting a DT project within your organisation.
• Identify fields of opportunity and barriers to an initial DT project
• How to overcome internal barriers
• Frame an internal design challenge

We conclude by sharing and refining individual implementation plans.