Design Thinking
INSIGHTS AND INNOVATION

COURSE OVERVIEW
The future of leadership and business growth is not in analysis but in design. The Design Thinking course offers a powerful management problem-solving approach and shares the secret to successful innovation, great organisational cultures and powerful brands.

Design thinking is a powerful, creative and human-centred approach to solving wicked problems and creating valuable and viable innovation. Used in tandem with traditional management frameworks, design thinking provides the missing link to a holistic business approach.

You will learn the fundamentals of design thinking and what it takes to turn it into a powerful accelerant in your business or organisation.

COURSE INFORMATION
DURATION
3 days

LOCATION
North Ryde campus
99 Talavera Road, Macquarie Park NSW 2113

WHO SHOULD ATTEND?
• Executives and senior leaders in charge of business units
• Decision makers in research and development for product or service industries
• Innovation leaders responsible for value creation
• Executives tackling strategic challenges
• Executives responsible for internal and external client/customer touchpoints

COURSE FACILITATOR
MO FOX
Mo Fox is a true hybrid thinker – an accomplished artist with an extensive corporate background in advertising and strategy, who consults, speaks, writes and trains in the area of creative strategy and applied creative thinking. Her eclectic background means she thrives on combining structured analytical thinking with free-form creativity to get sharper, faster, stickier results.

She has worked across a wide range of industries in Australia and the United Kingdom, with companies as varied as Commonwealth Bank of Australia, IKEA, Kellogg and Toyota. Mo is renowned for her ability to solve highly complex problems and generate innovative ideas in a short space of time – and to engage people in the process.

Mo is the director and creator of Studio Thinking®, a methodology that uses art practices to achieve commercial business results by teaching people how to think differently and how to find and leverage their own innate creativity – the secret to having a true competitive edge.

She speaks on subjects such as disruptive innovation, managing ambiguity, ingenuity, perception and change, influence and, of course, complex and wicked problems.

TO ENROL
Corporate and Professional Education
T: (02) 9850 9016
E: professional.education@business.mq.edu.au
LinkedIn: /mqbs-shortcourses
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COURSE OBJECTIVES
This hands-on course is designed to introduce you to a dynamic new way of approaching business conundrums. Design thinking is not only a process, it’s also a mindset, and the mindset is where the impact is. Over three days, you will be introduced to the process and the mindset so that you are able to view existing problems with fresh eyes in order to achieve significantly better outcomes.

You will explore classic models to understand how design thinking works, when to use it and the key to using it well. The interactive course will let you experience how design thinking can help manage ambiguity and create user-centred innovation, and explore how to use these learnings to begin to instil a design culture in your organisation.

COURSE OUTCOMES
• Develop deep consumer insights
• Problem find and reframe problems in a way that enables innovation
• Reduce risk and accelerate learning through rapid prototyping
• Use a creative process to manage intractable problems
• Become comfortable operating in ambiguity
• Become more flexible and effective in problem solving
• Work collaboratively
• Use insight to generate better ideas, faster

“Design can help to improve our lives in the present. Design thinking can help us chart a path into the future.”

Tim Brown
CHIEF EXECUTIVE, IDEO