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 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 INFORMATION

MODE
Face to Face

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

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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

COURSE TIMETABLE

| DAY 1 | • Introduction to design thinking  
|       | • Design thinking model  
|       | • Design challenge  
|       | • Engagement  
|       | • Insight  
|       | • Reframing the challenge  
|       | • Ideating  
|       | • Rapid prototyping  
|       | • Testing  
| DAY 3 | • Feedback  
|       | • Iterating  
|       | • Storytelling  
|       | • Challenge debrief  
|       | • How to take design thinking back into your organisation  

HOW YOU WILL LEARN

FACE TO FACE
Set in an interactive classroom environment, you will participate in discussion, sharing first hand experiences while gaining coaching from our expert facilitators.

Designed for experiential learning, our face to face courses provide the opportunity for you to collaborate and network with peers at our North Ryde and Sydney City Campuses.

“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

KAREN PLATT
Karen’s passion lies in developing purpose led strategies for organisations and community. A senior leader across multiple disciplines including Customer Experience, Innovation, Marketing, Product Management, New Product Development, Sales and Operations in the Corporate market. Karen’s track record in leading various functions has given her a deep understanding of business and of building high performing teams.

Karen has led change in complex environments to build organisational wide commitment to customer centricity and innovation delivering significant improvements for customers and the business. Karen’s strength lies in her ability to translate complex information into a narrative to inspire action within the organisation and implement improvements with measurable results.

Karen offers her insight and practical experience in customer experience, innovation, change management and leadership to the corporate and not for profit sectors in way of thought leadership, content creation, training and coaching.

Karen currently leads a start-up fashion business focused on creating a clothing range for women in business. She also consults on strategy, customer experience and change management to the corporate and not for profit sectors.

In addition, Karen is the Expert in Residence Macquarie University Incubator, supporting starts ups, researchers and students in ensuring they build products and solutions centred on the customer need.

Karen’s passion lies in developing purpose led strategies for organisations and community. Karen previously led the Optus Business Corporate Social Responsibility program, is a founding member of the Gidget Foundation, a founding Director of the Cowboys Community Foundation and currently Chair of the Generous & the Grateful.