

Masterclass: Design thinking

Join us for two fun and intensive days where you will use the practice of design thinking to build your skillset and give you the creative problem-solving tools to unlock the big and small opportunities in your organisation.

The MBA Masterclass in *Design thinking* will provide you with an understanding of how design thinking can be applied across organisations to drive performance and outcomes.

In this Masterclass, you will:

- build a foundation in understanding design thinking
- grow your confidence and competence with design thinking methodology
- gain the ability to analyse and solve business challenges through design thinking.

After completing the Masterclass, you will be well placed to apply design thinking in your own work and be a champion for design thinking in your organisation.

This Masterclass is open to all and costs \$1,800 (inc GST, no fee-help) in 2020. Two masterclasses can be stacked together to earn one credit point (as an elective unit) for a Deakin MBA.

deakin.edu.au/mba-masterclasses



Presenter: Mike Stevenson

Mike is Principal Consultant at The Healthy Organisation, a customer-centred innovation consultancy focused on helping organisations deliver better outcomes for their customers, stakeholders and organisation. The Healthy Organisation applies human-centred design to the creation of new products, services, systems that drive value through total customer experiences.

Assessment:

Must attend all Masterclass sessions.



Create a plan (written 2,500 word document) for how you will apply design thinking to a challenge you are facing in your work at the moment. In this task you will:

- identify your work challenge
- create a plan to apply design thinking to the challenge
- implement the plan
- describe what you learnt from the experience.

Day one:

- What is design thinking?
- Mindsets for competitive advantage
- Design thinking for managers & leaders
- Failing to learn
- Bias to action
- Effective optimism

- Embracing ambiguity
- Creating creative confidence
- Iteration, innovation and resilience
- Tactical empathy
- Barriers to design thinking
- Overcoming barriers
- Tools to understand humans

Day two:

- Design thinking for organisation challenges
- Facts, fables and hypotheses
- Identifying high value opportunities
- Scoping and scaling design challenges

- Assembling challenge teams
- Tools to make for humans
- Prototyping in practice
- Failing fast for success
- From innovation to implementation