

BUSINESS STUDIO SERIES: DESIGN THINKING FOR LEADERS

PROGRAM OBJECTIVE

Having an innovation rich culture is an authentic claim many companies can make. And, most business analysts would agree that a culture that truly embraces innovation cannot be achieved unless the executive leadership team embraces innovation and the practices required to embed creativity.

Design Thinking for Leaders is a three-day course that will introduce participants to new methodologies in creative process, team dynamics, project framing, consumer research, scenario development, brainstorming, visualization techniques, and critique.

COURSE DESCRIPTION

This class is designed for leaders motivated to cultivate an innovation culture by first themselves participating an intense, hands-on demonstration of innovation methods and tools.

Day One: Observation & Investigation

Design process & methodology
Understanding context
Environment, expectations & performance
Scenario development

Day Two: Ideation

Tools for concept creation
Effective methods for brainstorming
Ideation in action

Day Three: Decision & Validation

The art of critique
Selling ideas
Decision-making
Retrospective learnings

PARTICIPANTS

Executive leadership
Class minimum of 6 participants must be met in order to conduct course
Class will not to exceed 12 participants

CLASS FORMAT

The class is held over three consecutive days
Each session will provide a vibrant mix of subject matter, presentation, participation and interaction
NewNorth staff and faculty as well as special guests will be involved

COST

\$5,000 per participant

CONTACT

Your NewNorth Center representative or

Stephanie Elhart, stephanie@newnorthcenter.org, 616-403-1695

Inquiries can also be directed to info@newnorthcenter.org

Terms & Conditions: NewNorth Center requires 50% deposit at time of sign up with the remainder to be paid by commencement of class. If participant cancels, the deposit may be applied to another class during the current or next trimester. If class minimum is not met, NNC retains the right to cancel class whereas the client would receive a full refund of the deposit.

NewNorth Center is a non-profit, hybrid educational and business institution. The Center specializes in immersive skills training, research, executive education courses, custom interchange, regular workshops, in-depth seminars, and an annual Design in Business Summit. Our portfolio will feature design-centric, post-graduate business programs formulated expressly to bring increased value to local, regional and national companies and organizations. NewNorth's goal is to help companies succeed by embedding the habits of creative thought and design methods into their business processes.