University of St.Gallen

Realising Human-Centred Innovation

# Creating the Agile Organisation with Design Thinking

29 September to 1 October 2020
Design Thinking Loft of the University of St.Gallen

*"From insight to impact"*

# Realising Human-Centred Innovation



In today's business environment, uncertainty dominates. Leaders are under increasing pressure to take innovative action in environments where traditional management approaches can lack the flexibility and speed to effectively respond. However, they often find themselves embedded in organisational silos and processes that prevent them from taking action when it's needed.

Design thinking and other agile approaches can invigorate organisational momentum, enabling leaders to identify new opportunities to drive their businesses into the future. In this course, you will dive into the design thinking process, experiencing first-hand how a human-centred organisational mindset can provide a framework for quickly identifying opportunities and potential pitfalls in your business and its environment.

Throughout the seminar, you will leverage your insights in tackling your own strategic challenges. Keynotes from leaders who have implemented human-centric leadership in their organizations provide insight into critical ingredients for success.

# Faculty

### Rachel Brooks, Ph.D.

Rachel Brooks' research and teaching focus on navigating complex conditions in an uncertain and global environment. Her work in design thinking grew out of her efforts to help organizations adapt nimbly to changing conditions and innovate new solutions to seemingly unsolvable challenges. Before joining the HSG Executive Education team, she worked in Latin America at the nexus of business, agricultural producers, government and non-profit organizations in the global food industry. She holds a BA from Smith College in Latin American Studies and an MA from New York University in Latin American Studies, where she was awarded the Henry MacCracken Fellowship. She was awarded a fellowship through the SNF-funded Prodoc at the Centro Latinoamericano-Suizo at the Univesity of St.Gallen, where she earned her PhD in Organization Studies and Cultural Theory with a strong emphasis on Strategy and Management.

### Jennifer Hehn, M.A.

Jennifer Hehn is a widely acknowledged innovation expert with extensive expertise in understanding users' needs and transforming them into human-centric solutions. She is Senior Manager at ITMP, a spin-off of the University of St.Gallen and has managed numerous innovation projects within companies of all sizes across various industries, including software, pharmaceuticals, banking and insurance. Jennifer's focus has always been on combining human-centered design and agile innovation principles to develop new solutions that push companies and teams to the next level of success. Jennifer was the Executive Director of the Design Thinking programme at the University of St. Gallen, a position she left in 2017 to pursue her PhD in Design Thinking and Requirements Engineering in software products.

# Programme Content

### 29 September 2020
- Why do we need the agile organization?
- Framing the Problem
- Discovering Your User Needs
- Shaping Opportunity Areas
- Creating Ideas
- Building Prototypes

### 30 September 2020
- Running Design Thinking
- Design Thinking & Other Agile Approaches: When should you use what?
- Keynote: Success Factors for Realizing Agile
- Dive into your Business Challenge Part I Link your challenge to strategic business goals
- Dive into your Business Challenge Part II Create an implementation roadmap

### 1 October 2020
- Leading Design Thinking
- Dive into your Business Challenge Part III Iterate based on feedback
- Keynote: Scaling Design Thinking
- Fostering an Agile Culture Part I
- Fostering an Agile Culture Part II

# Organizational Information

## Target Audience

This programme is aimed at senior and mid-level executives who want to leverage the potential of human-centred and agile frameworks, methods and tools to take action in their organisations. It is particularly appropriate for managers facing strategic and transformation challenges in their organisations.

Participants should come with an interest in innovation methodologies and creativity techniques and concrete questions regarding how to achieve innovative impact in their specific business context.

## Programme Benefits

You leave this course with
- Powerful human-centred frameworks and tools for cultivating an organizational culture that tolerates failure in order to promote speed, enable learning and drive creativity.
- A prototyped solution for your own business challenge, along with insights from testing.
- New relationships with like-minded action takers.

## Price

CHF 2'500.– incl. catering and documents, excl. overnight stay and travel expenses.

## Date

29 September to 1 October 2020

## Location

Design Thinking Loft of the University of St.Gallen
Blumenbergplatz 9, 9000 St.Gallen/Switzerland

## Application Deadline

14 August 2020
In case of cancellations after 14 August 2020, the full seminar fee will be charged.

## Registration

Please register online at **unisg.link/design_thinking**
The number of participants is limited.

## More Information

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