Design Thinking for Strategic Innovation

Organisations, their business models, markets, and the people they serve are constantly in flux. Disruptive innovation is everywhere, change is constant. In this modern-day work environment, originality, ingenuity, and creativity are essential to stay current and not lose ground to competitors.

To be truly innovative, we must elicit and understand the perspectives of those impacted by the products, services, and policies we develop. Effective design is user centred, addresses a tangible problem and is rooted in empathy. If we focus on addressing human needs, through the key principles of design thinking – namely problem identification, insight generation and deferral of judgement - it will dramatically increase the likelihood of viable solutions, meaningful impact, and ultimately competitive advantage.

What skills does this programme offer?

This course is a deep dive into the power of creative problem-solving and human-centred design thinking methodology. It explores how our approach to problem solving can have a significant impact on the proposed solution. It introduces tools and techniques that place human beings at the centre of the process, ensuring that we are solving the right problem for the right audience and not being guided by our own assumptions. With this understanding, leaders can identify what might be affecting a team's successful approach to problem-solving and innovation.

- This programme is designed for mid-senior executives and will enable them to:
- Foster a culture of originality, ingenuity and creativity in themselves, their teams, and their organisations
- Drive product and service solutions that are needs focused, with persistent emphasis on the customer
- Integrate design thinking into the strategic and change management practices of their organisation
- Develop a clear implementation plan to introduce and embed design thinking across their organisational processes, strategy, and culture

How is this programme unique?

This programme recognises that innovation needs more than just the right people to drive it. It relies on detailed and repeatable processes to be successful. This programme covers theoretical concepts but also focuses on empowering participants with the practical skills needed to positively impact their work environment. Through-out the programme emphasis shall be placed on identifying practical ways to apply the skills acquired in the workplace. Following programme completion, an optional follow-on mentoring session shall be held for participants looking for further guidance and support. .

Who is this programme for?

This programme is suitable for numerous professionals, including - but not limited to - senior leaders, project managers, social entrepreneurs and commercial strategy leaders whose responsibilities may include business development, customer experience, marketing, operations, and employee engagement.

The programme will also serve executives who are facing rapid market disruption and need new ways of reaching consensus on new, impactful ideas - even in risk-averse organisations. It will allow these individuals to become more creative in their approach to solving complex problems while fostering cross-functional collaboration to drive consensus on new solutions.

Key Information:

Duration: Weekly, 5 weeks, each 9-1pm

Delivery: Online

Cost: €950. Early Bird Price of €795.

How to Apply: Visit https://www.tcd.ie/portal/education/shortcourses/design-thinking-for-strategic-innovation/