

Human-Centered Design Thinking Essentials



UNIVERSITY OF
GEORGIA
Terry College of Business

A two-day professional development workshop for business innovators, corporate leaders, and product development teams.

This workshop qualifies participants for credit toward a Certificate in Business Leadership from the Terry College of Business' Office of Executive Programs.

Gain unique insights about your customers' deepest needs and motivations while at the same time driving a higher level of creative thought in your organization.

The UGA Terry College of Business and The Design Academy of San Diego, California are offering a two-day, "Human Centered Design Thinking Bootcamp." Human-Centered Design Thinking (HCD) is a methodology that gives non-designers a new way to see and address customer needs while generating higher levels of customer empathy, employee inclusion and organizational collaboration; a challenging change to the conventional business mindset. This Bootcamp is "hands-on," applying proprietary HCD tools to address real world challenges. From this course, you will be able to develop a corps of ambassadors in your organization who will drive new levels of innovation.

Innovation is a core business capability that enables organizations to deliver higher levels of value to customers, instill creative thinking, and differentiate themselves from competitors. Design Thinking is at the heart of innovation, and is one of the hottest topics being discussed at all leadership levels in organizations globally. Successful innovation requires the management of an innovation process that includes the HCD methodology.

This unique, hybrid executive course is tailored for senior executives and their teams exploring and understanding the value of HCD. The curriculum provides a thorough explanation of why HCD matters to people and business and the changing competitive environment responsible for its recent receptivity.

Upon completion, participants earn a digital badge from The Design Academy recognizing them as an Ambassador for Human-Centered Design Thinking.



Join the creative energy in Athens' new innovation ecosystem

Need to know

May 1 and 2, 2019 - 8:30 a.m. - 5:30 p.m.
\$1800 per person.

Prepare to innovate in your organization by bringing 1 or 2 members of your team. This program can be customized for private organizations, if interested. For all inquiries, please contact Julie Christie | jchrist@uga.edu | 404.842.4851

REGISTER

[Click here](#)

Location is the brand new UGA Entrepreneurship Center located at 225 Broad St, Athens, Georgia.

Nearby accommodation: [Springhill Suites by Marriott](#).



Learning Objectives

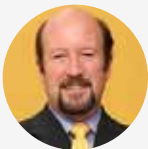
- Develop a deep, rich understanding of what your customers need.
- Understand the sources of new insights that lead to breakthrough ideas.
- Establish a natural rhythm and flow of creative problem solving and new ideas.
- Implement or refine an innovation process that increases rewards and reduces risk.
- Help new ideas to “cross the chasm” of organizational barriers and constraints.

Session Outline

Prework – Participants are provided foundational definitions and background to level set the group's knowledge, identify key business challenges within their organization, and consider how design thinking might fit within their organization.

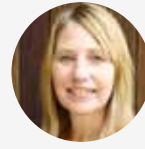
In-class – The hands-on workshop with a focus on learning-by-doing, uses various practice exercises, case studies and strategic discussion on implementation. Activities follow The Design Academy's proprietary Human-Centered Design Thinking toolkit.

Post Work (online) – Participants are requested to continue with a specific challenge in their organization. Mentorship hours are allotted for follow-up as well as a free one-hour session of consulting with The Design Academy.



David Sutherland - Senior Advisor
Intersection-Inc - The Design Academy
Sr. Lecturer UGA

David Sutherland is a Senior Advisor at Intersection-Inc and The Design Academy. Previously, David was founder and Managing Director of Launch Institute, a Technology Scouting firm. He based the founding of Launch Institute on his 25 years of corporate experience focused on technology innovation projects and consulting. His work has taken him across the globe, including the USA, Europe, Asia, Africa and Australia. David is also a Senior Lecturer at the University of Georgia's Terry College of Business focused on entrepreneurship, Design Thinking and business innovation.



Joan Gregor - CEO
Intersection-Inc - The Design Academy

Intersection, a design innovation consultancy optimizes ROI by applying a rich array of perspectives through collaborative & interdisciplinary knowledge which is key to solving today's complex, multi-dimensional issues. Joan integrates the organic creative process into tangible business and design strategies. Through The Design Academy, Intersection's education collaboratory, she facilitates Human-Centered Design Thinking tools and their integration into the company's processes. Joan is a founding Board member of the Design Forward Alliance.