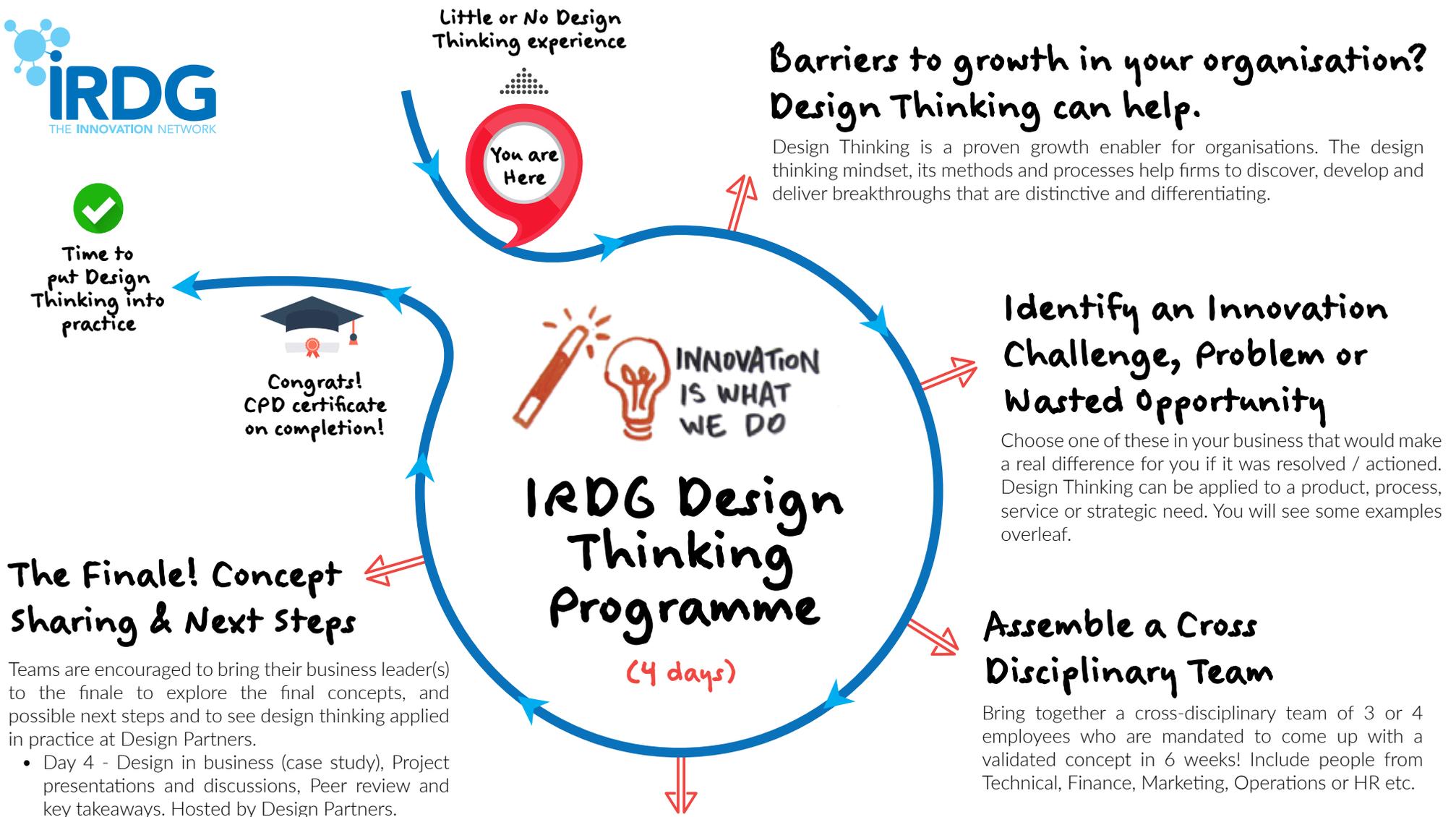


Barriers to growth in your organisation? Design Thinking can help.

Design Thinking is a proven growth enabler for organisations. The design thinking mindset, its methods and processes help firms to discover, develop and deliver breakthroughs that are distinctive and differentiating.



Identify an Innovation Challenge, Problem or Wasted Opportunity

Choose one of these in your business that would make a real difference for you if it was resolved / actioned. Design Thinking can be applied to a product, process, service or strategic need. You will see some examples overleaf.

Assemble a Cross Disciplinary Team

Bring together a cross-disciplinary team of 3 or 4 employees who are mandated to come up with a validated concept in 6 weeks! Include people from Technical, Finance, Marketing, Operations or HR etc.

The Finale! Concept Sharing & Next Steps

Teams are encouraged to bring their business leader(s) to the finale to explore the final concepts, and possible next steps and to see design thinking applied in practice at Design Partners.

- Day 4 - Design in business (case study), Project presentations and discussions, Peer review and key takeaways. Hosted by Design Partners.

Send team on IRDG's Design Thinking Programme

Team participates in IRDG's Design Thinking programme, over 4 days, based around a project, featuring a 2 day residential high activity session in the middle.

- Day 1 - Introduction to Design Thinking, Visualisation, Getting started, Design Research methods, Techniques for identifying needs and insights. Hosted by Broadlake.
- Days 2 & 3 - Research findings, Synthesising insights, Reframing the vision, Ideation and creative idea generation, Creating concept boards, Assumption mapping, Prototyping and iterations, Business case. Venue: Killashee House Hotel.

Design Thinking Programme (4 days)



Who Participants

A cross-disciplinary team is essential for Design Thinking. Having team members from across your organisation ensures better quality solutions and BETTER relevance and alignment across the organisation. Ideally, you should try to include representatives of Technical, Marketing, Finance and other operating departments.



Why At the end of this programme you will be able to

- Apply a Design Thinking process to develop radical innovation concepts matched to your businesses strategy and capabilities.
- Develop deep empathy for your customers and surface insights for creating products and services they want and need.
- Generate creative ideas and bring those ideas to life, so that others can experience your vision of the future.
- Create impact inside your organisation by sharing validated concepts with influence.



Identifying an Innovation Challenge, Problem or Wasted Opportunity

A suitable project is ideally one that is complex, has substantial uncertainty, involves people and their behaviours (it is hard to find a problem that doesn't!), has multiple stakeholders and perspectives and is important to you and the organisation.

Example project topics are as follows. How might we:

- Attract and retain key talent across the organisation or in a specific function?
- Improve an existing process within your operations?
- Imagine the product of the future for your existing markets?
- Change employee/partner/customer behaviour in a particular circumstance?
- Uncover an optimal business model for a new or existing product range?
- Better understand and improve the customer experience of our service offerings?
- and lots more...



How Programme Format

- 4 days over 6 weeks.
- Teams come to the programme with a business project, or individuals can be assigned to a team and undertake a generic learning project.
- Teams work on the project right throughout the programme, and are assigned a team mentor to support and guide them.
- A highly active, engaging programme, focused on learning by doing.
- Day 1 - 28th August - hosted by Broadlake, Rathmines, Dublin 6 (9am to 5pm).
- Days 2 & 3 - 11th & 12th September, Residential session at The Killashee Hotel, Naas, Co. Kildare (Day 2 - 9am to 9.30pm; Day 3 - 8am to 5pm).
- Day 4 - 9th October, Design Partners, Bray, Co. Wicklow (9.30am to 3.30pm).



Facilitators - Arrive Academy

This Design Thinking programme is delivered for IRDG by the Arrive Academy, Ireland's leading experts on Design Thinking and Innovation, based at Maynooth University. Frank Devitt, Trevor Vaugh and Peter Robbins have been coaching and training in design thinking and innovation for many years with an unparalleled track record of success, many of these in collaboration with IRDG.

ALL THE SKILLS
LEARNED BROUGHT
BACK TO WORK
SUCCESS