

DON'T WAIT. INNOVATE!

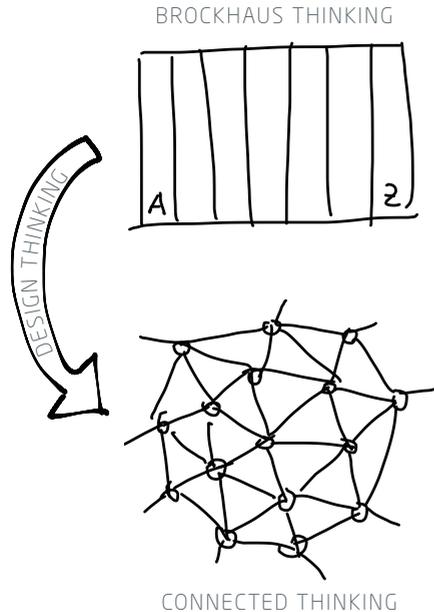


SCHOOL OF
DESIGN THINKING

Hasso-Plattner-Institut
Universität Potsdam

HPI

WHAT IS DESIGN THINKING



By Ulrich Weinberg, *The end of Brockhaus-Thinking*, 2015

Our world is changing. Faster and faster every day. Society is becoming more and more complex. Be it through globalization or the daily development of new technologies, the way we live and work is becoming faster, more diverse and more sophisticated every single day.

This is not only the case for our society but also for companies and organizations. They struggle with outdated business structures and processes that no longer fit into the globalized and digitalized environment anymore. To keep up with our changing world, and the increasing pressure on companies to reinvent themselves, traditional consultancy offers processes to reduce complexity. But we have to learn instead how to manage complexity and to embrace it as a chance.

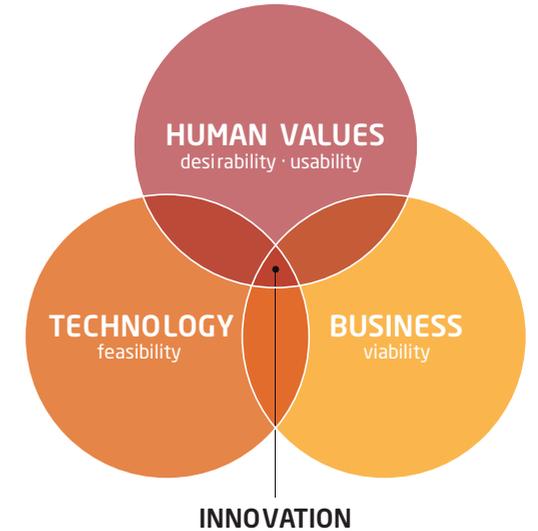
HPI School of Design Thinking has been dealing with these topics for years – researching and developing methods on how to deal with the developments of our ever-changing world, i.e. manage complexity with diversity.

We believe we should learn to think and act in a new network-oriented way. The focus should be on collaboration, innovation and strategy – and the impact on the company culture must be sustainable.

“In a networked world, it is no longer sufficient to focus on the knowledge of the individual. We need to learn to think and work collaboratively in multidisciplinary teams to activate new sources of ideas and inspiration, in order to create something new.”

Ulrich Weinberg, Head of HPI School of Design Thinking

Together with colleagues from Stanford University in California we developed Design Thinking as a working mode and a mindset that helps to break free from traditional and obsolete thought patterns and working structures. Design Thinking enables instead to identify and solve complex problems with a networked mindset, as a team, using iterative processes in a mobile spacial environment.





HPI SCHOOL OF DESIGN THINKING

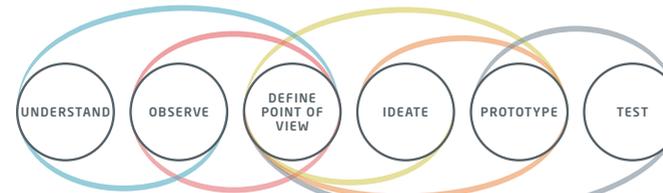
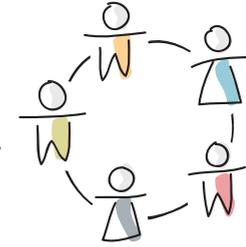
Since 2007, the HPI School of Design Thinking, called D-School for short, has offered one-of-a-kind training in Design Thinking in Europe. Students receive solid knowledge and skills in innovation methodology and practical application. In close collaboration with companies and social institutions, multidisciplinary student teams develop exceptionally user-friendly products and services. Optimal conditions are provided by the unique working environment, the sophisticated innovation process and the highly-qualified instructors. In addition, shorter courses in the application of the Design Thinking approach have been created for working professionals.

Together with the d.school in Stanford, the HPI School of Design Thinking in Potsdam has played a pioneering role in the development and dissemination of Design Thinking – and not only with its contribution to the joint research program. The main focus of the D-School in Potsdam is placed on teaching, cooperation with project partners and the research and further development of Design Thinking. The D-School also sees itself as a platform and intermediary for new innovation schools, commercial and non-commercial institutions and all who are interested in Design Thinking. The d.school Stanford and the D-School Potsdam share their knowledge and expertise with national and international organizations and businesses. This has resulted in an active network that contributes to the exchange, inspiration and application of Design Thinking on a global scale.

Become part of it!

MULTIDISCIPLINARY TEAMS

In a networked world, it is better to work with each other than against each other – we favor diversity and collaboration within small teams of 4 to 6.

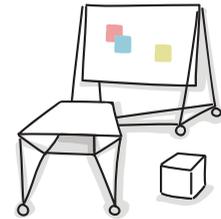


ITERATIVE PROCESS

Listen to the person you are creating for. Come up with ideas – learn to fail early, build prototypes and test early. Then do it all again.

VARIABLE SPACE

We work with mobile furniture. 'Physical mobility' is a requirement for 'mental mobility'. A creative atmosphere supports the development of innovative ideas.



STUDENT EDUCATION

STUDENT EDUCATION

BASIC & ADVANCED TRACKS

Multidisciplinary student teams from all over the world work on real-life challenges, solving exciting problems for companies, institutions and NGOs using Design Thinking.

- 2 semesters
- Application: January 31st & July 31st

STUDENT EDUCATION

ME310

HPI students and leading international partner universities tackle design innovation challenges posed by global corporations.

- 2 semesters

THINK TANK FOR COMPANIES

PROJECT PARTNERSHIP

Project partners pitch their individual business challenge and benefit from the innovative potential of multidisciplinary student teams at the HPI School of Design Thinking.

- Project period: 6 or 12 weeks
- Application: ongoing

PROFESSIONAL EDUCATION

QUICK STARTER FOR EXECUTIVES

OPEN COURSES

Discover the impact of Design Thinking, dive into a dynamic working journey with instant takeaways for your work.

- 3-day workshops

MANAGING COMPLEXITY

PROFESSIONAL TRACK

Become a Design Thinking expert with true creative confidence and apply Design Thinking to complex problems in main company areas: collaboration, innovation & strategy.

- 9 on-campus days plus a quick starter day within a 3-month program.
- Launch: May 2014

CUSTOMIZED

COMPANY WORKSHOPS & PROJECT COACHING

Apply Design Thinking to your own business challenges or your own project innovation cycle in 1-3 day Design Thinking workshops or up to six month project coaching.

RESEARCH AND COMMUNITY

SCIENTIFIC FOUNDATION

HASSO PLATTNER DESIGN THINKING RESEARCH PROGRAM

The HPDTRP between the HPI and Stanford University engages multidisciplinary research teams to scientifically investigate the phenomena of Design Thinking in its technical, business, and human aspects. The latest publication focuses on expectations from a management perspective (*published in October 2013*).

NETWORKING & PRACTICE

COMMUNITY EVENTS

Meet the community experts and practitioners. Experience new Design Thinking workshops of the HPI D-School Potsdam and the d.school Stanford.

- D-Vision Day – Design Thinking Business Impact. 1-day conference; Potsdam.
- D.confestival – Design Thinking the Future. 3-day international multilayer forum; Potsdam, September 2015.

> **More info and current dates at:**
www.hpi.de/d-school

FOR STUDENTS

The Design Thinking program of the HPI D-School is designed for students of all disciplines and nationalities who are in the final phase of their university master's degree, graduate diploma or doctorate, as well as those who have just recently completed their studies. The study program at the HPI D-School is divided into two semesters: the *Basic Track* and the optional *Advanced Track*. For the duration of their program, our students work in small, multidisciplinary teams under the guidance of experienced Design Thinking coaches. The *Basic Track*, the first semester at the D-School, provides a foundational understanding of the Design Thinking innovation approach. In real projects, and with partners from industry and society, our students already get the opportunity to implement Design Thinking. In the second semester, the *Advanced Track*, they have the option of putting into practice and intensifying the knowledge and abilities they have acquired in the *Basic Track* in a twelve-week project. Students receive a certificate upon successful completion of the *Basic Track/Advanced Track*. Each semester we offer our applicants 80 places in the *Basic Track* and 40 places in the *Advanced Track* programs. Every year 240 inquisitive young people from all over the world come to study at the D-School.

FOR PROFESSIONALS

For many years, the HPI School of Design Thinking and the HPI Academy – the HPI internal institute of continuing education – have played a decisive role in the development and dissemination of Design Thinking in Europe. Insight from joint research projects with Stanford University, as well as findings from many years of experience in application enables comprehensive solutions to a wide range of problems.

A continuing education program has thereby developed with its focus specifically on executives. These are both the individuals as well as the teams who play an active role in shaping change in their company or organization. Whether in an advisory capacity or as a facilitator initiating the process of change or guiding and training others in this process, the HPI Academy provides support to take the initial steps with confidence.

Interested in becoming a student or in a project partnership or in one of our professional education programs? Contact us!

CONTACT

**Hasso-Plattner-Institut
für Softwaresystemtechnik GmbH**

School of Design Thinking

Prof. Ulrich Weinberg

Postfach 900460

D-14440 Potsdam/Germany

Telefon: +49 (0) 331 5509 - 123

Web: www.hpi.de/d-school

E-Mail: office-d-school@hpi.de