

PROFESSIONAL TRACK

MANAGING COMPLEXITY
BY CONNECTED THINKING AND DOING



Design

IT

Marketing

R&D

SCHOOL OF
DESIGN THINKING
Hasso-Plattner-Institut
Universität Potsdam



ABOUT THE WHY

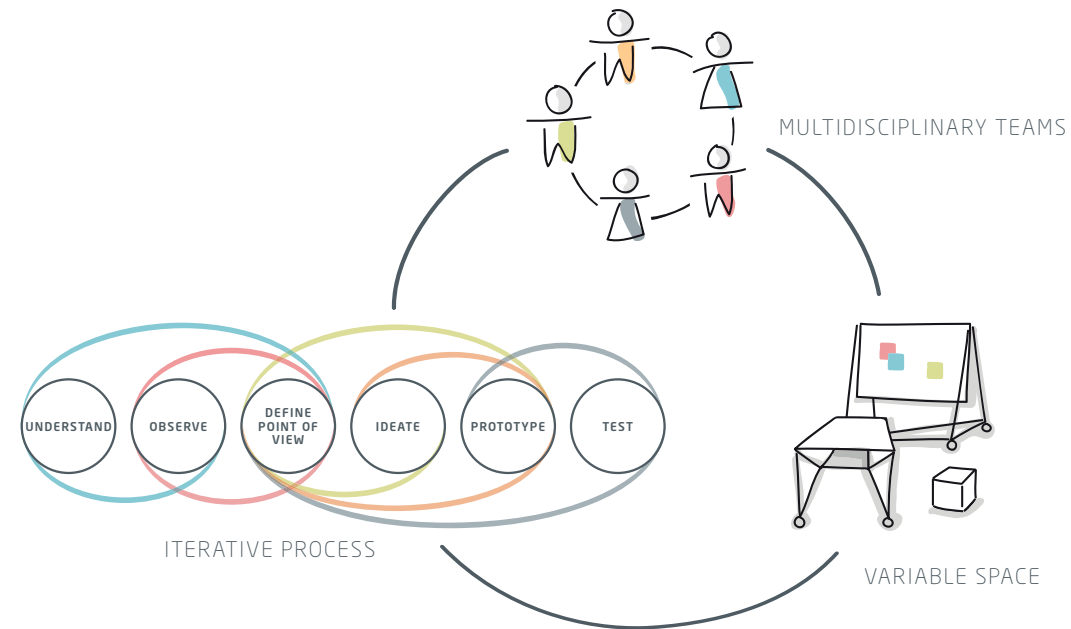
"OPEN NEW PATHS TO INNOVATION BY CHANGING THE WAY YOU THINK."

Roger Martin, The Design of Business. Why Design Thinking is the Next Competitive Advantage, 2009

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 They struggle with outdated business structures and processes that no longer fit into the globalized and digitalized environment. To keep up with our changing world, and the increasing pressure on companies to reinvent themselves, traditional consultancies offer processes to reduce complexity. But we have to learn instead how to manage complexity and to embrace it.

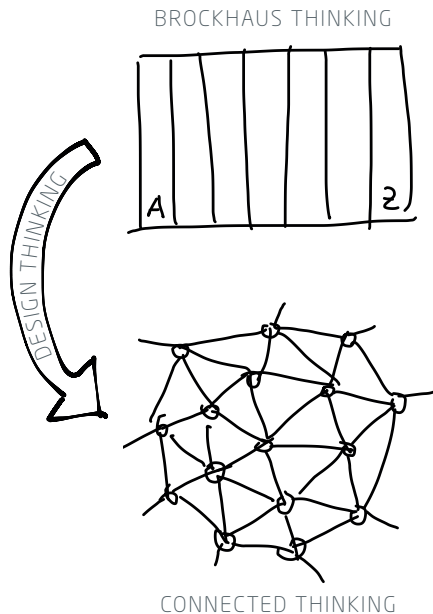
HPI School of Design Thinking has been dealing with these topics for years – researching and developing methods on how to deal with the developments of our ever-changing world, i.e. managing complexity with diversity. We believe we should learn to think and act in a new network-oriented way. The focus 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 TOGETHER IN MULTIDISCIPLINARY TEAMS - TO ACTIVATE FRESH 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, 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.



DESIGN THINKING

THE ADVANCED PROGRAM FOR MANAGING COMPLEXITY IN ORGANIZATIONS

The biggest agreement that we hear from our partners and clients in organizations is that change must happen. Still the biggest question is "How to make it happen in our context of dynamic complexity?"

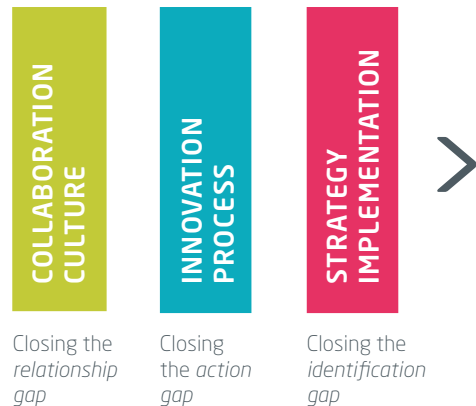
This was our motivation to develop a program that specifically targets the implementation of Design Thinking as an accelerator of cultural change in organizations. To unleash the potential of innovation, adaptivity and human centricity, the Professional Track was launched in May 2014 after several months of co-creation, testing and iteration with industry-partners like the Volkswagen Group, the Otto Group, SAP and Görtz. With the contribution of the d.school Stanford and based on the

HPI Design Thinking Research Program results, a condensed 3-months program is now set in place that aims to make Design Thinking usable for managing complexity in the business context.

Tailored to needs in the main organizational areas: collaboration, innovation-processes and strategy implementation, it addresses the main hurdles of connected thinking and doing:

- The *relationship gap* between departments and divisions as well as between organizations and their users.
- The *action gap* in organizational processes that are designed for efficiency and well-known tasks, but not for innovation and complex problem solving.

MANAGING COMPLEXITY WITH CONNECTED THINKING AND DOING



Closing the *relationship gap*

Closing the *action gap*

Closing the *identification gap*

- The *identification gap* between the organization's strategy and the actors that should make it come to life in implementation.

The aim of this program is to build your confidence in applying the main Design Thinking principles that have the strongest impact in your business.

You will discover which Design Thinking principles have the highest leveraging effect on organizational change, vitality and adaptivity.

WHO SHOULD ATTEND?

Decision Makers and Innovation Catalysts who want to implement Design Thinking to drive change towards an innovative company culture

- Executives and Senior Managers from all industries who are facing complex strategic tasks and have already experienced the impact of Design Thinking.
- Individuals as well as company teams are welcome. Because of the benefit of the learning experience for teams, special offers for multiple registration are available.
- Your company project will be an important work item and will require approx. 1-3 days of additional time between each module. The confidentiality level of the topic should not be too high in order for you to share and learn about it in the group

YOU CAN EXPECT:

- **Maximum course size 30 attendees**, coached in small teams of 5-6 to ensure full impact on learning results.
- **HPI-certified Design Thinking expert coaches** will guide you through a highly praxis-focused mix of team, pair and individual work.
- **Your individual phone coaching** for your project work during the off-campus time in between the modules.
- **Build your individual toolkit** with exercises, templates and step-by-step guidelines.
- **Discover new ways** to solve your "wicked problems" and start with your concrete project.
- **Build your network with Design Thinking pioneers** from other companies and become part of a growing learning community with regular reunions at the HPI D-School.
- **Input and training material** are made available for your implementation in your organization.
- **Get your official HPI D-School Certificate** for course attendance.

DESIGN THINKING

BY HASSO PLATTNER INSTITUTE

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

STUDENT EDUCATION

ME310

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

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

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.

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.

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

RESEARCH AND COMMUNITY

SCIENTIFIC FOUNDATION

HASSO PLATTNER DT 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;

CONTACT

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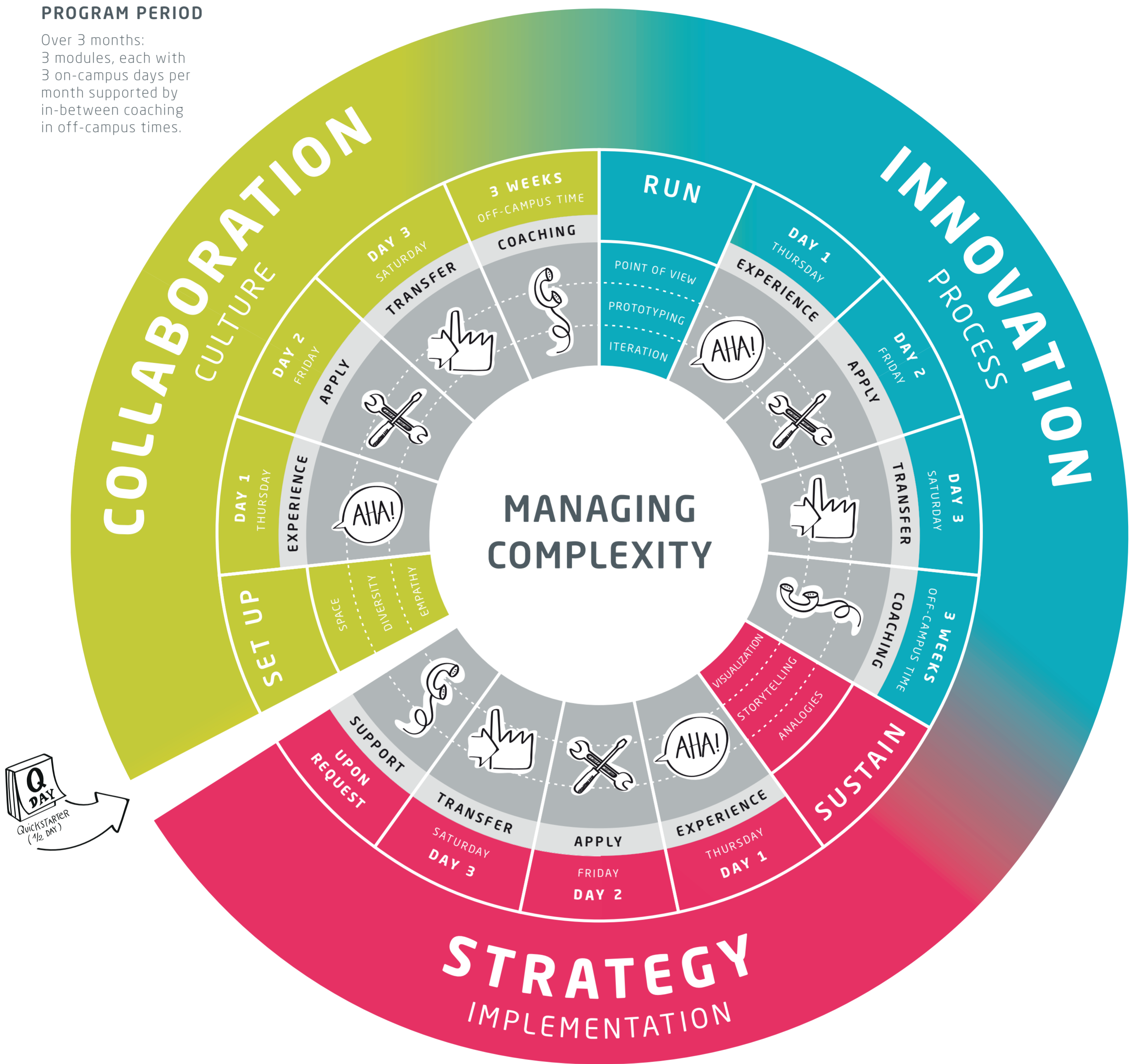
Don't wait. Innovate!

PROFESSIONAL TRACK

THE CONDENSED 3-MONTH DESIGN THINKING PROGRAM

PROGRAM PERIOD

Over 3 months:
3 modules, each with
3 on-campus days per
month supported by
in-between coaching
in off-campus times.



3 AREAS OF IMPLEMENTATION

1 HUMAN-CENTERED COLLABORATION

Link individual expertise for CONNECTED INTELLIGENCE and inspire a human driven self-organization of diverse project teams.

2 INNOVATION PROCESSES

Discover innovative solutions, inject smartness into your innovation processes by experimenting forward and speed up COLLABORATIVE ACTION.

3 STRATEGY IMPLEMENTATION

Link ideas to business models and make them the drivers of a tangible COLLECTIVE IDENTITY with strong navigation power in a context of dynamic complexity.

3 TRAINING STEPS TO CONFIDENCE

DAY 1 **EXPERIENCE** fundamental Design Thinking principles with high connecting impact on collaboration culture, innovation processes and strategy implementation.

DAY 2 **APPLY** the fundamentals to a real life challenge of a young start-up company and merge your business expertise with a Design Thinking attitude.

DAY 3 **TRANSFER** your learnings to your own project, work on it during the off-campus time and start building a culture of connected thinking and doing.

OBJECTIVE

A growing movement of connected thinking and doing that is unleashing the evolution towards an innovative and adaptive organization-culture.

PROJECT WORK

Develop your lead project, work on your implementation plan and get the tools to conduct project working sessions with teams.

APPLICATION

Become confident in the application of the Design Thinking methodology to work on complex problems.

MINDSET

Develop your design thinking Pioneer mindset and create success cases with a cascading effect to grow your innovation-culture.

