

# Design Thinking Professional Track



## Implementation program for executives to use Design Thinking as a strategy to manage complexity in change processes

*Experience the fundamental Design Thinking principles, apply to most impactful tools and agile methods and train your skills in your company project as Strategi Design Thinking Project Teamleader.*

### Format

Three modules in the time span of three months each focusing the most important success factors in change management:

**MODULE 1 (4 days)** ▶ Collaboration Culture

**MODULE 2 (3 days)** ▶ Innovation Processes

**MODULE 3 (3 days)** ▶ Strategy Implementation

- ▶ Recommended time investment for direct application between the modules in the company: 20% of your regular working time.
- ▶ Experienced Design Thinking coaches support off-campus time with one-on-one remote support sessions.
- ▶ Each module is structured into 3 training phases to ensure optimal retention rates:
  - Day 1: **EXPERIENCE** the most impactful Design Thinking principles in deep dive exercises.
  - Day 2: **APPLY** Design Thinking methods and tools for working on a real business challenge provided by an emerging company from the Berlin StartUp network.
  - Day 3: **TRANSFER** acquired knowledge and skills to your own company developed during the course and get prepared to lead your company team to a human-centered solution that works.

### What you can expect

- ▶ You get an HPI certificate as „Strategic Design Thinking Project Teamleader“ that documents your skills to lead (multidisciplinary) teams in any Design Thinking project.
- ▶ You immediately multiply your Design Thinking knowledge, and your company project team benefits from your learnings.
- ▶ Your company project serves you as a blueprint for replication in your specific context.
- ▶ You can create a real lighthouse project for the change-goals of your organization.
- ▶ You receive comprehensive and exclusive working material including templates, inspirational inputs, method cardset, and program literature for long term integration into your daily business.
- ▶ You get an automatic membership to the active executive alumni circle with access to research findings and exclusive alumni conferences.
- ▶ In the integrated programs you get to know the most recent findings of the extensive HPI-Stanford Design Thinking Research Program.

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## Implementation Program for Executives to use Design Thinking as a Strategy to Manage Complexity in Change Processes

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- Target Group**
- ▶ Executives in organizations who want to use strategic Design Thinking to lead change processes.
  - ▶ Innovation catalysts who want to grow their teamleader skills in human-centered and agile project work.
  - ▶ Project managers in charge of strategic projects.
  - ▶ Leading managers in key positions in areas such as R&D, sales, marketing, innovation, digital transformation, strategy, HR, production or design.
  - ▶ General knowledge of Design Thinking and an affinity towards human-centered design is sufficient to attend this course. The application of agile working processes and collaboration in diverse teams are a part of the real-world training that we will provide you.

**Location** HPI Campus Potsdam, Germany

**Language** Course language is English, teamwork language can be switched to German.

**Fees** EUR 10,000.- (plus 19 % VAT)  
The Professional Track can also be booked as a company-exclusive bootcamp with a minimum of 20 participant.

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