7.1 - Design Thinking for Entrepreneurial Innovation

Teaser text: Throughout this design course, students will dive into the methodology of design thinking and explore its applications to business strategy. Through a rich learning experience that includes faculty presentations, case studies, small-group workshops, discussions, and hands-on exercises, you will expand your perspective on strategic issues, discover ways to redesign strategy, and learn how to apply design thinking to drive and sustain business success.

Key words: Design Thinking, Creativity, Entrepreneurship, Innovation

Training duration: 12h

Session organisation: 2 sessions of 6 hours each.

Mode de formation: hybrid (mixing face-to-face and remote learning)

From 4 to 18 participants.

Detailed program:

1. Understanding the innovation process

- Gaining a big-picture view of the innovation process
- Defining creativity and its essential role in innovation
- Building the foundation and structure for innovation success

2. Exploring human-centered design

- Identifying and understanding what customers need and want in a product, service, or process
- Understanding who your target users are and how to reach them
- Examining techniques for achieving deep customer understanding

3. Discovering areas of opportunity

- Overcoming barriers to innovation through problem framing
- Identifying problem frames using webbing, abstract ladders, and strategy frameworks
- Opening up new paths of thinking, redefining problems, and finding areas of opportunity

4. Generating innovative ideas

- Exploring new approaches to innovative thinking and techniques for idea generation
- Examining the tools of Systematic Inventive Thinking (SIT), including task unification, division, attribute dependency, and inversion
- Applying methods of structured ideation, such as the Nominal Group Technique, Round Robin, Creative Matrix, and Alternate Worlds

5. Developing concepts

- Focusing on the critical role that prototyping, experimenting, and iteration play in developing ideas
- Understanding how failed experiments can reveal new options and lead to better finaloutcomes
- Examining methods of prototyping, such as wire framing, body storming, think-aloud testing, and simulation
- Exploring attribute-value mapping, design heuristics, concept poster, rose-thorn-bud, and critique

Skill acquired after training:

- The students are able to empathize with a broad group of stakeholders to understand their needs through the ethnographic method.
- The students are able to define and re-define innovation challenges by asking the right questions, and not necessarily focusing on the right answers.
- The students are able to develop many creative ideas through structured brainstorming sessions.
- The students are able to develop rapid prototypes to bring their ideas into reality as quickly as possible, and obtain feedback.
- The students, more broadly, gain a greater acceptance towards dealing with ambiguity and uncertainty in their professional and personal lives.
- They also learn to work with many different people in fast-paced, dynamic, cross-disciplinary team settings.
- Students also gain the competence to approach many different problems and challenges with an open, creative, empathetic, and prototype-driven mindset.

Pedagogical method:

Collaborative and active learning is an integral part of the experience. To maximize the benefit for everyone, students expected to attend every session, complete all assignments, and contribute effectively in the class and in small groups.

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Training langage : English