

# ONLINE ADVANCED FACILITATION Prospectus

o))) 4x 3-hour live  
virtual sessions

DESIGN  
THINKERS  
ACADEMY  
LONDON



Delivered by  
**DK&A**

## AT-A-GLANCE

[Register here](#)

This advanced-level course will enable you to become an expert facilitator, capable of independently developing your own Design Thinking Workshops tailored to projects' and audiences' needs, confidently driving innovation within your business.



4

ONLINE LIVE  
SESSIONS



12

HOURS



4.7/5

COURSE  
RATING



100%

OF ALUMNI  
RECOMMEND  
THIS COURSE

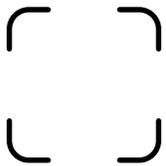
“I really enjoyed the Advanced Facilitation course. I’m taking away lots of practical templates and techniques, which I will be able to use straight away in the design and facilitation of more effective and engaging workshops.”

Solmaz, Linx, Technology Program Manager

# DISCOVER THE PROGRAM

[Register here](#)

Our Advanced Facilitation course offers you the perfect opportunity to upskill yourself as a lead facilitator, able to confidently develop impactful innovation workshops and creative sessions.



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## **Session 1** SETTING THE WORKSHOP BRIEF

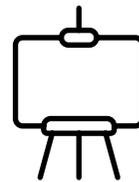
In this session we'll be covering all the aspects of setting a good workshop brief, including understanding the business context, scoping and framing a challenge, and defining a clear workshop purpose.



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## **Session 2** DESIGNING WORKSHOPS TAILORED TO THE BRIEF AND USER

Not all workshops are the same. Developing an impactful workshop requires designing a Design Thinking process to address a specific brief in a way that best suits a particular audience.



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## **Session 3** DETAILING WORKSHOP MATERIALS TAILORED TO THE GOALS AND AUDIENCE

Detailing and crafting workshop materials, agendas, activities and templates, and considering the workshop space, is essential to ensure that you're setup to produce the right outputs in the right form.



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## **Session 4** UNDERSTANDING THE USER AND YOU

Understanding your workshop audience and your own personal biases will enable you to successfully tailor your workshop to your audience, while setting aside your own personal biases.

## WHO IS IT FOR?

[Register here](#)

This course is for those looking to become confident lead facilitators, able to independently design and deliver impactful Design Thinking sessions to diverse audiences and purposes. Whilst this course is delivered in an online setting, its content is equally applicable to facilitating in an in-person setting.

**“I loved every second of it. It is immersive and gives you hands on experience whilst you learn.”**

**Mari-iza, UX/UI Designer RMB**

**“Consistently high quality courses delivered by knowledgeable experts.”**

**Jatinder, Lead Agile Coach, Sainsbury’s**

**“This class will unleash your potential as a facilitator or at least make you aware of your potential.”**

**Christian, VP Sales and Business Development, Miles**



# MEET THE TEAM

[Register here](#)

Our Faculty of Coaches are expert practitioners at the forefront of design and innovation. Many coaches balance leadership roles in business with their teaching for the Design Thinkers Academy London.

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## **Arnoud Koning** Design Thinking Facilitator

Arnoud has been driving Design Thinking in Proctor & Gamble since 2008, heading up their global Design Thinking program. Arnoud has been working at Proctor & Gamble since 1997 and has introduced user-centricity and innovation principles across a range of consumer goods categories. As Global Business Services Manager, with responsibility for divestiture and acquisitions, Arnoud brings Design Thinking to the heart of the company. Arnoud is an experienced facilitator and coaches both here and in Amsterdam.



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## **Goldie Chaudhuri** Design Director, Design Thinkers Academy London

Goldie has been a Visiting Tutor for Innovation Design Engineering and Global Innovation Design at the Royal College of Art and with the Dyson School of Design Engineering at Imperial College London, having previously earned an MA/MSc in Innovation Design Engineering herself. Most recently, Goldie has been a Research Associate in Sustainable Design Engineering and a Designer-in-Residence with the Institute of Imagination.



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## **Craig Fallowfield- Tomkins** Service & Experience Director, Design Thinkers Academy London

Craig has extensive experience of working as a Service Designer within design agencies and global management consultancies. He develops service prototypes and delivers trend insights across multiple sectors. Originally trained as a Transport Designer, Craig graduated from the Royal College of Art with a Masters in Service Design. He shifted his perspective from exploring vehicles' aesthetics to users' human-centred needs.



# THE DETAILS

Register here

## Technical setup & requirements

This workshop will take place in an online setting, via Zoom for voice and video conferencing, and via Mural for visual remote collaboration.

- The best way to access these tools is via a desktop computer or laptop with a strong internet connection (minimum recommended speed 1 Mbps).
- Phones and tablets are not recommended.
- Your computer will need microphone & webcam capabilities.

More information will be provided in a welcome pack, that will be sent to you before the course commences.

## More about Design Thinking

The impact of design is becoming more and more recognised, with recent studies showing that companies that are most skilled in executing design principles achieved 32% more revenue and 52% more total returns to shareholders, whilst design-led companies outperformed the S&P index by 219% over 10 years.

Have a look at these to find out more about Design Thinking:

[Harvard Business Review article](#)

[Harvard Business Review video](#)

[A 15 minutes TEDX talk by Catherine Courage on igniting creativity](#)

[The Power of Design Thinking with McKinsey](#)

## Price

We offer a limited number of early bird tickets on all our courses.

To see current available ticket prices, please follow this [link](#).

## About the Design Thinkers Academy London

We are the Design Thinkers Academy London, a training organisation for business, specialising in collaborative innovation. We bring with us the systematic methodology of Design Thinking, a structured and evidenced approach to learning. We provide time and space for teams and individuals to be inspired and challenged, to learn by doing and finally, to strengthen their ability for creative problem solving. We organise live courses, online courses, events, lectures and personal coaching programs.

## Some of the companies who have attended our courses

Google

P&G

RBS  
The Royal Bank of Scotland

SAP

Coca-Cola

MasterCard

Ministry of Justice

L'ORÉAL

THE CLIMATE GROUP

HS2

orange

GREENPEACE

NHS

Cartier

innocent

AMERICAN EXPRESS

# DESIGN THINKERS ACADEMY LONDON & YOU

Get in touch. Call us at:  
+44 (0)7552 730 231  
or email [info@design-thinkersacademy.co.uk](mailto:info@design-thinkersacademy.co.uk)

[Register here](#)



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