

3 -7 JUNE 2019

# DESIGN THINKERS BOOTCAMP

*design* thinkers academy  
London

## WHO IT'S FOR

Bootcamps attract a global mix of leaders and managers from corporates, start-ups, government and the third sector.

If you want to shift your game to the next level or it's your job to implement and drive innovation in your organisation, the Design Thinkers Bootcamp will transform how you do business.

## WHAT YOU'LL LEARN

From Day 1, you'll learn how to be a design thinker. And by the end of the course, you'll have the skills, tools and confidence you need to drive change across your business.

### Learn how to:

1. Empathise with your customer.
2. Use observational techniques to gain deeper insights into your end users.
3. Engage design thinking and design thinking tools.
4. Prototype ideas and select the best ones.
5. Empower others in your organisation to co-create and use design thinking.

## TEAM

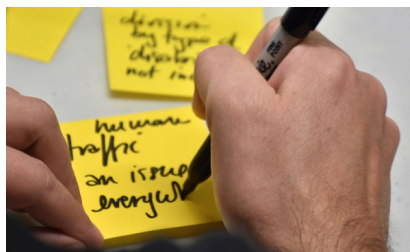
**Arnoud Koning**  
Design thinking champion

**Becky Rowe**  
Ethnography and research guru

**David Kester**  
Design thinking champion

**Joe Ferry**  
Customer experience authority

**Clive Grinyer**  
Consultant



"A fantastic five days, well worth the investment in both financial and personal time!  
The network and support that Design Thinkers Academy has created with us will go beyond the bootcamp!"

Gillian Stevens, Associate Professor, Asian Institute of Management

## DAY 1: FIND

You'll learn how to look through your customers' eyes, understand their behaviours and needs, and create actionable insights.

### 09.00 KICK OFF

Registration and welcome

### EXPERT COACH MASTERCLASS

Observational techniques and ethnographic research applied to understand end users

### CHALLENGE FOR THE WEEK

Set by a guest sponsor client

### LUNCH

### BE YOUR OWN ETHNOGRAPHER

Go out to conduct your own end-user research

### WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

## DAY 2: FRAME

Reframe the challenge and introduction to design thinking tools to create a starting point for innovation.

### 09.00 KICK OFF

Recap and reflections

### EXPERT COACH MASTERCLASS

Design and reframing of the brief and how to build insights

### BUILD ON RESEARCH

Create your persona and build a narrative around it using the Customer Journey Map

### LUNCH

### DESIGN BRIEF DEVELOPMENT

Return to the challenge objectives with a brief based on your persona

### WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

## DAY 3: MAKE

Prototype and test your ideas with end users so that you can learn together from mistakes and move on to better iterations.

### 09.00 KICK OFF

Recap and reflections

### EXPERT COACH MASTERCLASS

How to make change happen and the principles of ideation

### PROPOSITIONS AND IDEATION

Build a portfolio of concepts and ideas for testing and refining

### LUNCH

### PROTOTYPE BUILDING AND TESTING

Test your ideas with end users

### WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 END

## DAY 4: NARRATE

Prepare and present your final propositions to experts, industry leaders and the sponsor client.

### 09.00 KICK OFF

Recap and reflections

### EXPERT COACH MASTERCLASS

Turning your concept into a business case and a persuasive sell

### PITCH PREPARATION

Refine your presentation and narrative, and rehearse to sell it in

### LUNCH

### DRAGON'S DEN PRESENTATIONS

Presentations to industry experts and sponsor client

### WRAP-UP AND REFLECTIONS

Reflections on the activities and preparation for the next day

18.00 EVENING AT A LOCAL PUB

## DAY 5: APPLY

Reflect and assess on what you've learnt and how to apply it to your own professional challenges.

### 09.00 KICK OFF

Recap and background to the day

### THE DIG

Finding and reflecting on personal lessons learned

### DOUBLE DIAMOND

Expanding your horizons through a group exercise mapping insights

### MY PLAN AND MY JOURNEY

Peer learning using personal planning tools

### LUNCH

15.30 GRADUATION AND BOOTCAMP ENDS

### BOOK EARLY AND SAVE! EARLY BIRD: £2,450\*

We have a long track record of designing customised courses for business, and you can tailor any of our open courses for your organisation. Ask us to run a one-off stimulus workshop, train your leaders in design thinking or help you build an innovation culture across your business.

\*Plus VAT. Regular price: £2,750 plus VAT.

If you're interested in booking but you'd like to talk to us first, do contact us. We offer concessions and a sliding scale of discounts on this course. Pay full price for the first space you book, 10% off the second and third, and 15% off every space you book after that. All of our courses are run in central London. Telephone us at: +44 (0)20 8432 3222 or email: [bookings@designthinkersacademy.co.uk](mailto:bookings@designthinkersacademy.co.uk)

"There is no way I could get this experience simply by studying design thinking. The bootcamp gives you a fast hands-on experience on the process and the tools"

Ioannis Komnios, Senior Research Consultant EXUS Innovation

