

## 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

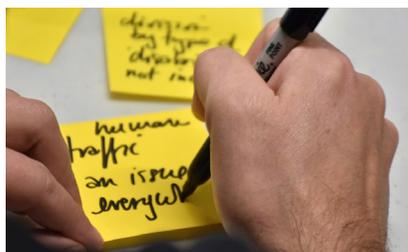
**Arnoud Koning**  
Design thinking champion

**Becky Rowe**  
Ethnography and research guru

**David Kester**  
Design thinking champion

**Clive Grinyer**  
Service design expert

**Joe Ferry**  
Customer experience authority



"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**

Unlocking creative thinking 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

