Design Thinking Basic Training
The creative Method for solving Problems and developing new Ideas

Key Topics:
- What is Design Thinking?
- What makes Design Thinking so successful?
- What does the Design Thinking Process look like?
- How can Design Thinking be applied in a Company?

Dates and Venues
- March 24 and 25, 2020
  Potsdam near Berlin
- July 21 and 22, 2020
  Aschheim near Munich
- November 17 and 18, 2020
  Mannheim

Workshop Chair
Coleen Dannroth,
Design Thinking Coach,
Mindshift.One, Germany
General Information

Aims and Objectives

Design Thinking is an agile approach used to solve complex problems in a creative manner by focusing on human needs and desires. The method allows for a structured development of better product and service offers by applying techniques that designers use for ideation. The needs of potential users remain at the heart of all activities. Design Thinking is a catalyst for innovation because it changes work patterns, fosters creativity and promotes an innovative mindset – this is what makes the method so sustainably successful.

This basic training aims to give you a chance to get to know Design Thinking as an innovative method for problem solving. It will have you experience the method first hand by combining theory and practice.

Target Group

- Project managers
- Specialists and managers with technical backgrounds
- People who aim to work with a user centric approach
- People who want to know how to solve complex problems and create innovative solutions

Workshop Chair
Coleen Dannroth, Design Thinking Coach, Mindshift.One, Germany

The passion for working with the Design Thinking approach raised during my two-year experience at a start-up in Mannheim. As a graduate of the esteemed Hasso-Plattner-Institute in Potsdam, I learned how to use the different method tools in order to generate best project results.

With the experience of numerous workshops and projects in different industries, as well as for different company sizes, I bring expertise and passion for innovation management to Design Thinking projects and workshops.

Workshop Methods

- Work in small teams
- Work with a concrete challenge to be able to apply the theoretical input quickly
- Mix of creative and analytical work
- Interactive sessions incl. mock interviews amongst the participants

Learn more about our other workshops

Basic Project Management for technical Projects
February 12 and 13, 2020, Dusseldorf
June 16 and 17, 2020, Hamburg

Leading Projects successfully
March 30 and 31, 2020, Cologne
July 22 and 23, 2020, Munich

Agile Project Management with Scrum
March 31 and April 1, 2020, Munich
July 21 and 22, 2020, Stuttgart
Five reasons why you should attend:

1. Design Thinking is everywhere these days – Time to learn what it’s all about
2. You will not only learn about new tools but also about a new approach to working on projects
3. It’s fun and easy to learn – Time will fly by
4. Learning about Design Thinking helps you understand and appreciate others’ perspectives
5. Design Thinking is an asset that you will benefit from in any current or future job

Workshop Content

1. Day 10:00 - 18:00
2. Day 08:30 - 15:30

Introduction
- Welcome, agenda, logistics
- Warm up game – Line Up
- Introduction into Design Thinking (why, what, how)

++ Introductory game – T Profile

Define Phase
- Understanding the problem
- Team Check in, team roles & workshop rules
- Teambuilding: Space Shuttle
- Understanding the problem, reframing the design challenge

Research Phase
- Understanding the user and the world they live in
- Develop interview guide
- Conduct qualitative interviews
- Storytelling – What have you learned about your users?

Synthesis Phase
- Finding insights and focusing on the most important ones
- Prioritize your findings and create a persona
- Formulate a point of view

Recap Day one – What have we done?
- Warm up game for creativity

Ideate Phase
- Creating meaningful solutions for the persona
- Brainstorm ideas for persona
- Prioritize and specify the best ideas

Prototype Phase
- Making ideas tangible and getting them ready for testing
- Build your prototype

Test Phase
- Collecting feedback from users and finetuning the prototype
- Test and collect feedback
- Improve your prototype

++ Prepare your pitch (how to deliver an impressive pitch in a few minutes)
++ Pitch your prototype

Wrap Up
- Feedback: I like, I wish, I learned
- Open discussion: Implementing Design Thinking in organizations

An event organized by VDI Wissensforum GmbH
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International VDI Workshop: Design Thinking Basic Training

You need help? Please contact us!

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Please register for (Price per Person plus VAT):

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<thead>
<tr>
<th>Event Details</th>
<th>Price</th>
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<tbody>
<tr>
<td>March 24 and 25, 2020</td>
<td>EUR 1.790,-</td>
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<tr>
<td>Potsdam near Berlin</td>
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- Participation Fee VDI-Members Save 50 € for each Workshop Day. VDI membership no.*: ______________________
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Workshop Venues:
- Potsdam near Berlin: NH Potsdam, Friedrich-Ebert-Str. 88, 14467 Potsdam, Phone: +49 331/2317-0,
  Mail: nhpotsdam@nh-hotels.com
- Aschheim near Munich: INNSIDE München Neue Messe, Humboldstr. 12, 85609 Aschheim, Phone: +49 89/94005-0,
  Mail: innside.muenchen.neuemesse@melia.com
- Mannheim: Mindshift One, Augustaanlage 37, 68165 Mannheim, Phone: +49 621/43730-849, Mail: info@mindshift.one
  Hotel will be announced soon

More hotels close to the workshop venue may be found via our HRS service
www.vdi-wissensforum.de/hrs/

Services: The price includes beverages during breaks and lunch. The workshop documents will be handed out on-site.

Exclusive offer: All participants at this event are entitled to a free three-month trial VDI membership. (Offer applies exclusively to new members.)

Participants with an invoice address outside of Austria, Germany and Switzerland are kindly requested to pay by credit card. Please don’t send your credit card details via email, fax or post. Please book your ticket at www.vdi-wissensforum.de. Transferring your credit card details via our website ensures your details are encrypted and security of your data is guaranteed.