

## Design Thinking: A System for Social Innovation

A high-energy, hands-on workshop that will prepare you to solve problems in a whole new way

Jenni Cathcart and Nick Lange, Vermont Energy Investment Corporation

Wednesday, October 19

9:00 am – 5:00 pm

Offered at \$125 (includes 2 breaks and lunch)

**Workshop format:**

|                          |                                     |                          |                                     |                          |
|--------------------------|-------------------------------------|--------------------------|-------------------------------------|--------------------------|
| Lecture                  | Discussion                          | Case studies             | Hands-on exercises                  | Readings                 |
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### What to expect:

- What Design Thinking is – and why so many organizations use it to solve their most challenging issues
- How to develop human-centered solutions– from empathy mapping through prototype testing
- How to implement Design Thinking within any timeframe or budget
- How to use an array of practical Design Thinking techniques that will immediately translate to your work
- How to overcome common roadblocks to adopting Design Thinking in your organization

### Who should attend:

1. Open-minded, action-oriented people who want to drive innovation in their work and in their organization.
2. Anyone who wants to move beyond incremental solutions and into breakthrough territory.
3. Anyone who is curious about Design Thinking and wants to experience it firsthand.
4. Anyone who's responsible for program design, delivery and/or any facet of the customer experience

### Meeting agenda:

- 9:00 What is Design Thinking? An Introduction
- 9:30 Framing the Challenge: Are we solving the right problem?
- 10:00 Empathy Mapping: Understanding who we're designing for
- 11:00 Ideation: A whole new way to brainstorm
- 12:00 Lunch
- 1:00 Storyboarding: Mapping out the customer journey
- 2:00 Prototype Testing: Do. Test. Repeat.
- 3:30 Implementation: Bringing the concept to life
- 4:00 Debrief: How to use Design Thinking in your work
- 5:00 Wrap up