Design Driven Innovation

Day 1

9:00-11:30 am
Lecture: Leadership and Design Process
Exploration, empathy, expression, integration, leadership

11:30 am-12:30 pm
Exercise: Exploration and Empathy
Participant group performs interview and observations

12:30-1:30 pm
Working lunch (continuation of exercise)

1:30-2:30 pm
Lecture: Expression
Storytelling, personas, image boards, photo essay, video

2:30-4:00 pm
Exercise: Expression
Storytelling, personas, image boards, photo essay, video

4:00-5:00 pm
Presentations & Debrief
Day 2

9:00-11:30 am  
**Lecture: Creating**  
Creating functional and emotional value, strategy, selection, Saltshooter case

11:30-12:00 pm  
**Online Collaboration tools**  
Google sheets, Google docs, Google slides, Adobe Illustrator

12:00-12:30  
**Exercise: Creating**  
Create a functional and beautiful User Interface UI/UX

12:30-1:30 pm  
**Working lunch** (continuation of exercise)

1:30-4:00pm  
Continuation of exercise

4:00-5:00 pm  
**Design Review**  
Go from team to team and critique designs

5:30-6:30 pm  
**Virtual course reception**
Day 3

9:00-10:00am
Lecture: Leadership & Excellence
Courage, vision, drive, togetherness

10:00-10:30am
Exercise: Build Leadership & Innovation Strategy
Each participant develops a leadership plan for their current company that results in a visionary innovation culture

10:30-Noon
Presentation of Strategies

Noon-12:30 pm
Program Reflection