



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)

1:30-2:30pm

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