Day 1
9:00-10:30 am
Lecture: Leadership and Design Process
Exploration, empathy, expression, integration, leadership

10:30 am-12:30 pm
Exercise: Exploration and Empathy
Participant group performs interview and observations

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

1:30-2:00pm
Lecture: Expression
Storytelling, personas, image boards, photo essay, video

2:00-3:30 pm
Exercise: Expression
Storytelling, personas, image boards, photo essay, video

3:30-5:00 pm
Presentations & Debrief

Day 2
9:00-10:30 am
Lecture: Creating
Creating functional and emotional value, strategy, selection, Saltshooter case

10:30-11:00 am
Online Collaboration tools
Google sheets, Google docs, Google slides, Adobe Illustrator

11:00 am -Noon
Exercise: Creating
Create a functional and beautiful User Interface UI/UX

http://shortprograms.mit.edu
Design-Driven Innovation
June 22-24, 2020

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

12:30-3:30 pm
Continuation of exercise

3:30-5:00 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