

Executive Education



MELBOURNE
BUSINESS
SCHOOL

Design Thinking
for Innovation

Design Thinking for Innovation

PROGRAM SNAPSHOT

Duration
2 days

Program Director
Greg Harbidge

Location Options
Carlton (VIC)
Sydney (NSW)

Apply now
mbs.edu/dti

Please refer to our website for program dates and fees.

Note: This program is non-residential. The program fee covers tuition and meals during the workshop.

Become more innovative and user/customer-focused in your business. Together, we'll explore 'Design Thinking' – a method that draws on the best tools in the design world to gain consumer insights and drive problem solving. This hands-on program builds and provides the influencing skills to create human-centered innovations.

Who should attend

- Managers seeking to enhance individual, team and organisational performance through innovation capability
- Managers seeking to learn Design Thinking for their own application and to empower their teams to work more innovatively
- Professionals in a project role where they are leading a team.

Learning outcomes

By the end of the program, you will be able to:

- Lead the application of Design Thinking at work.
- Articulate the mindsets and behaviours required for Creative Confidence and Innovation.
- Strengthen the ability of your teams to see and respond to the world through the eyes of customers.

Program Journey

Your program journey is designed to ensure that you emerge with new skills and behaviours, aligned to your learning goals.

Pre-program preparation

- Access to program resources and networking through our online learning platform, CANVAS.

Program

This program explores the following key themes:

Creativity and innovation

- The difference between creativity and innovation

Mindsets and behaviours for creative confidence

- Foundational mindsets and behaviours for creativity
- Overcoming internal barriers to creativity
- Strategies for influencing creative confidence in others

Design Thinking

- A guided simulation to learn DT key terms and concepts
- A peer group innovation challenge to practise applying DT

Application at work

- Planning how you will apply DT at work with your teams

Post-program support

- Continued learning through access to program materials, facilitators and networking

Post-program webinar

(1 x 1.5 hour; 2 weeks later)

- Sharing insights and lessons learned from workplace application.

Learning methods

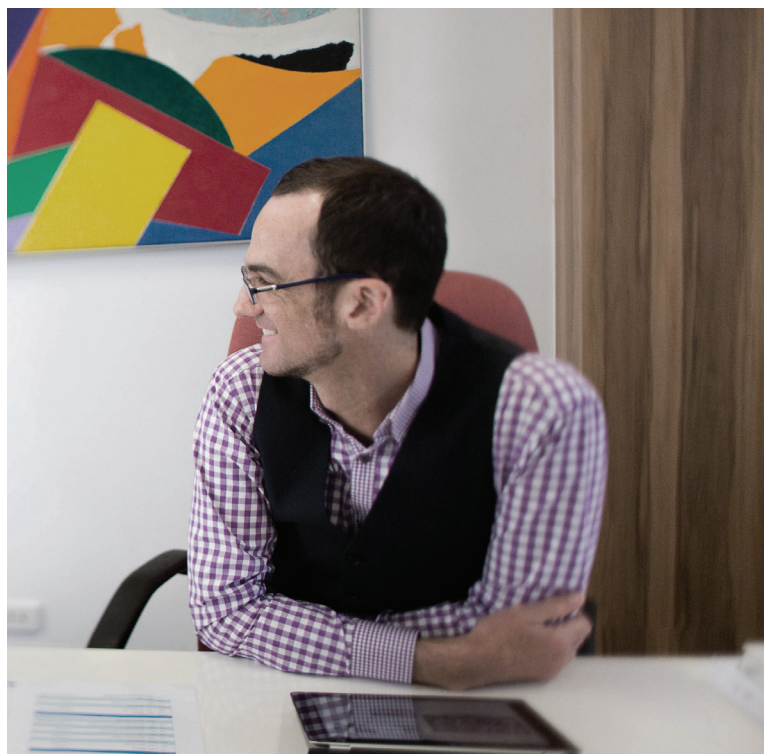
- A **'learn by doing' innovation challenge** to introduce and practise the concepts and methods.
- **Interactive workshops**, delivered by world-class presenters and grounded in academic research, to increase your awareness and effectiveness.
- **Experiential learning** to deepen your insights into group dynamics and reinforce new knowledge.
- **Peer learning groups** facilitate knowledge sharing and collaboration to ensure you have a powerful and personal experience that drives results.
- **Reflection** to give you time to reflect on your learnings in a broader context, identify obstacles and establish the way forward.

Program Director

Greg Harbidge

Greg has consulted across a wide range of industries throughout Australia, and has led the roll out of large scale global programs across four continents. With a diverse career spanning renewable energy, establishing and running a successful consultancy in creativity and innovation and extensive experience in executive education, Greg has developed broad insights to help individuals and organisations work together to fulfil their complementary potential.

Greg brings intense creativity, fun and intellect to his work. He cares deeply about achieving valued outcomes for his clients through ensuring learning interventions challenge and stretch the individuals and organisations to be all that they can be. He believes in developing a collaborative and systematic approach for engaging stakeholders and decisions makers to create learning solutions that match the needs, risks, and aspirations of the organisation.








PROGRAM JOURNEY

PRE-PROGRAM ACTIVITIES

(approx. 6 weeks prior to program commencement)

POST-PROGRAM ACTIVITIES

Webinar

| | DAY 1 | DAY 2 | |
|---|---|--|--|
| | 8:30 am Program Start | | |
| | Introduction to Design Thinking | Aligning business with customer needs and behaviours | |
| READ Pre-reading articles | Building Creative Confidence |  Design Thinking in Action (Part 2) | |
| |  Lunch | | |
| |  Design Thinking in Action (Part 1) | Leading Design Thinking at work | |
| COMPLETE Our online learning platform, CANVAS Personal Project |  Personal Projects: Your Next steps |  Personal Projects: Amplifying opportunities & overcoming barriers | |
| | 4:30 pm Program Close | | |



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