

Don't wait, innovate!

International VDI Workshop

Design Thinking Basic Training

The creative Method for solving Problems and developing new Ideas



Key Topics:

- **What is Design Thinking?**
- **What makes Design Thinking so successful?**
- **What does the Design Thinking Process look like?**
- **How can Design Thinking be applied in a Company?**

Dates and Venues

March 24 and 25, 2020
Potsdam near Berlin

July 21 and 22, 2020
Aschheim near Munich

November 17 and 18, 2020
Mannheim

Workshop Chair

Coleen Dannroth,
Design Thinking Coach,
Mindshift.One, Germany



General Information

Aims and Objectives

Design Thinking is an agile approach used to solve complex problems in a creative manner by focusing on human needs and desires. The method allows for a structured development of better product and service offers by applying techniques that designers use for ideation. The needs of potential users remain at the heart of all activities. Design Thinking is a catalyst for innovation because it changes work patterns, fosters creativity and promotes an innovative mindset – this is what makes the method so sustainably successful.

This basic training aims to give you a chance to get to know Design Thinking as an innovative method for problem solving. It will have you experience the method first hand by combining theory and practice.

Target Group

- Project managers
- Specialists and managers with technical backgrounds
- People who aim to work with a user centric approach
- People who want to know how to solve complex problems and create innovative solutions

Workshop Documentation

Participants receive a manual on-site as well as a VDI confirmation of participation.



Workshop Chair

Coleen Dannroth, Design Thinking Coach, Mindshift.One, Germany



The passion for working with the Design Thinking approach raised during my two-year experience at a start-up in Mannheim. As a graduate of the esteemed Hasso-Plattner-Institute in Potsdam, I learned how to use the different method tools in order to generate best project results.

With the experience of numerous workshops and projects in different industries, as well as for different company sizes, I bring expertise and passion for innovation management to Design Thinking projects and workshops.

Workshop Methods

- Work in small teams
- Work with a concrete challenge to be able to apply the theoretical input quickly
- Mix of creative and analytical work
- Interactive sessions incl. mock interviews amongst the participants



Learn more about our other workshops

Basic Project Management for technical Projects

February 12 and 13, 2020, Dusseldorf

June 16 and 17, 2020, Hamburg

Leading Projects successfully

March 30 and 31, 2020, Cologne

July 22 and 23, 2020, Munich

Agile Project Management with Scrum

March 31 and April 1, 2020, Munich

July 21 and 22, 2020, Stuttgart

Workshop Content

1. Day 10:00 - 18:00

2. Day 08:30 - 15:30

Introduction

- Welcome, agenda, logistics
- Warm up game – Line Up
- Introduction into Design Thinking (why, what, how)

++ Introductory game – T Profile

Define Phase

- Understanding the problem
- Team Check in, team roles & workshop rules
- Teambuilding: Space Shuttle
- Understanding the problem, reframing the design challenge

Research Phase

- Understanding the user and the world they live in
- Develop interview guide
- Conduct qualitative interviews
- Storytelling – What have you learned about your users?

Synthesis Phase

- Finding insights and focusing on the most important ones
- Prioritize your findings and create a persona
- Formulate a point of view

Recap Day one – What have we done?

- Warm up game for creativity

Ideate Phase

- Creating meaningful solutions for the persona
- Brainstorm ideas for persona
- Prioritize and specify the best ideas

Prototype Phase

- Making ideas tangible and getting them ready for testing
- Build your prototype

Test Phase

- Collecting feedback from users and finetuning the prototype
- Test and collect feedback
- Improve your prototype

++ Prepare your pitch (how to deliver an impressive pitch in a few minutes)

++ Pitch your prototype

Wrap Up

- Feedback: I like, I wish, I learned
- Open discussion: Implementing Design Thinking in organizations



Five reasons why you should attend:

1. Design Thinking is everywhere these days – Time to learn what it's all about
2. You will not only learn about new tools but also about a new approach to working on projects
3. It's fun and easy to learn – Time will fly by
4. Learning about Design Thinking helps you understand and appreciate others' perspectives
5. Design Thinking is an asset that you will benefit from in any current or future job



You need help?
Please contact us!

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✓ Please register for (Price per Person plus VAT):

International VDI Workshop		
<input type="checkbox"/> March 24 and 25, 2020 Potsdam near Berlin (085E102002)	<input type="checkbox"/> July 21 and 22, 2020 Aschheim near Munich (085E102003)	<input type="checkbox"/> November 17 and 18, 2020 Mannheim (085E102004)
EUR 1.790,-	EUR 1.790,-	EUR 1.790,-

www

Participation Fee VDI-Members **Save 50 € for each Workshop Day.** VDI membership no.*: _____

* For the price category 2, please state your VDI membership number

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General terms and conditions of VDI Wissensforum can be found online at:
www.vdi-wissensforum.de/de/agb/

Workshop Venues:

Potsdam near Berlin: NH Potsdam, Friedrich-Ebert-Str. 88, 14467 Potsdam, Phone: +49 331/2317-0,
Mail: nhpotsdam@nh-hotels.com

Aschheim near Munich: INNSIDE München Neue Messe, Humboldtstr. 12, 85609 Aschheim, Phone: +49 89/94005-0,
Mail: innside.muenchen.neuemesse@melia.com

Mannheim: Mindshift.One, Augustaanlage 37, 68165 Mannheim, Phone: +49 621/43730-849, Mail: info@mindshift.one
Hotel will be announced soon

More Hotels close to the workshop venue may be found via our HRS service
www.vdi-wissensforum.de/hrs

Services: The price includes beverages during breaks and lunch. The workshop documents will be handed out on-site.

Exclusive offer: All participants at this event are entitled to a free three-month trial VDI membership.
(Offer applies exclusively to new members.)

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