

Mastering Design Thinking



Workshop overview

To overcome challenges and foster innovation, new ways of thinking are needed.

Join us to learn a range of human-centered tools and techniques that will improve your product and service design, drive innovation in response to social needs, and place people firmly at the heart of the solution generation process.

Not only have world leading companies such as Apple, Google, IBM, Procter & Gamble, Ford, General Electric, Airbnb, Nike, and Uber used design thinking to drive product and service design innovation, a growing number of organisations and governments (e.g. OECD's Observatory Platform for Public Sector Innovation, MindLab11, and the Behavioural Insights Team) are recognising the value of design thinking in tackling some of society's most pressing social issues and contributing to the development of social innovations.

In this one-day interactive workshop, you will be taken through the 5-step human-centered design process. You will work collaboratively to complete a series of applied examples and in doing so, gain mastery of a range of tools and techniques that you can confidently walk away with.

What is included in workshop?

- A reliable 5-step human-centred design process
- Techniques that will allow you to think like a human-centred designer
- Methods for identifying the root cause of your problem
- How to craft the right frame for your problem
- Practices for successful collaboration and teamwork

Why attend this workshop?

By the end of this workshop, you'll be able to:

- Implement the 5-step human-centered design process
- Apply integrative thinking to complex problem solving
- Understand empathetic design methods and their role in the design process
- Apply ideation and rapid prototyping testing techniques

Meet your facilitator - Prof Sharyn Rundle-Thiele

Sharyn's work tests current social marketing practice to build a strong evidence base on what truly drives sustained behaviour change. She sees theory as a recipe - when you include the right ingredients and follow the steps, you can confidently design programs that work.



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