Innovation Strategy
Design Thinking for Executives

EXECUTIVE SUMMARY
Learn to apply design thinking within your innovation strategy and incorporate it into your organization in this hands-on program from Kellogg School of Management and Segal Design Institute at Northwestern University.

The Kellogg School of Management has partnered with Northwestern University’s Segal Design Institute at the McCormick School of Engineering to offer a dynamic program created to catalyze innovation through design thinking.

Innovation Strategy: Design Thinking for Executives is a highly-interactive program that teaches and challenges participants to immediately apply principles of design thinking, creative collaboration and customer-experience analysis to innovation strategy in a business context. Participants will receive instruction, support and feedback from Segal’s and Kellogg’s faculty, including high-impact tools to improve product and process innovations, insights into building organizational capabilities, and the strategic leadership skills needed to effectively manage the process.

Kellogg’s leadership and management education, combined with McCormick’s expertise in design innovation mindset, process and tools, allows leaders to return to the office well-versed in design thinking best practices and processes for allowing new ideas to advance within their organizations.

“We’re really excited to combine the best of Kellogg and McCormick faculty to offer this hands-on course in design thinking. This program will provide participants with concrete ways to drive breakthrough innovation in their customer experience.”

Will Garrett, Associate Dean, Kellogg School of Management Executive Education

KEY BENEFITS
• Utilize design thinking research to develop deep consumer insights
• Incorporate design thinking into innovation process
• Understand the strategy, structure and behavior of collaboration
• Learn to manage successful, sustainable innovation
• Establish a design innovation mindset in your organization

WHO SHOULD ATTEND
• Executives interested in incorporating design thinking into their processes
• Mid- to senior-level executives in charge of innovation in their organizations
• Leaders seeking new tools to drive organizational change/culture shift

NEXT STEPS
Learn more and apply kell.gg/kxinstrat
Consult with an Executive Development Advisor exceed@kellogg.northwestern.edu 847.467.6018
Innovation Strategy
Design Thinking for Executives

PROGRAM CONTENT HIGHLIGHTS

Uncovering Opportunities
• Immersion and empathy
• Design research and synthesis

Developing Insights
• Illuminating opportunity areas
• Framing insights for action

Ideation and Development
• Building to learn
• Visual Storytelling

Leadership Through Design Innovation
• Adopting a Design Innovator’s Mindset
• Applying Design Thinking to your Organization
• Connecting brand, strategy, and development through design innovation practice

ACCOMMODATIONS
This program is held at the James L. Allen Center and includes onsite lodging, all meals, coffee breaks and snacks. Participants also enjoy access to a fitness center and lakeshore walking paths.

THE FACULTY

Will Garrett
Academic Director; Associate Dean, Kellogg School of Management
Executive Education

Greg Holderfield
Academic Director; Director, Segal Design Institute; Co-Director, MMM Program; Pentair – D. Eugene and Bonnie L. Nugent Clinical Associate Professor of Mechanical Engineering

Bob Cooper
Adjunct Lecturer of Executive Programs, Kellogg School of Management

Martha Cotton
Adjunct Lecturer, Master of Management and Manufacturing (MMM); Robert R. McCormick School of Engineering and Applied Science

Pam Daniels
Assistant Professor, Clinical, Segal Design Institute, Robert R. McCormick School of Engineering and Applied Science

Mohan Sawhney
McCormick Foundation Chair of Technology; Clinical Professor of Marketing; Director of the Center for Research in Technology & Innovation

Leigh Thompson
J. Jay Gerber Professor of Dispute Resolution & Organizations; Professor of Management & Organizations; Director of Kellogg Team and Group Research Center

Jim Wicks
Associate Professor, Clinical, Segal Design Institute, Robert R. McCormick School of Engineering and Applied Science (formerly Senior Vice President of Consumer Experience Design at Motorola)

Rob Wolcott
Clinical Professor of Innovation & Entrepreneurship; Co-Founder and Executive Director, Kellogg Innovation Network

Please note: Faculty is subject to change.

NEXT STEPS

Learn more and apply
kell.gg/kxinstrat

Consult with an Executive Development Advisor
exceed@kellogg.northwestern.edu
847.467.6018

These respected researchers, global thought leaders, prolific authors, in-demand consultants and hands-on practitioners blend leading-edge theory with real-world practice to create an interactive, invigorating learning experience.
## Innovation Strategy: Design Thinking for Executives

### Greg Holderfield, Academic Director

<table>
<thead>
<tr>
<th>Day</th>
<th>Morning Session(s)</th>
<th>Lunch</th>
<th>Afternoon Session(s)</th>
<th>Dinner</th>
<th>Evening Session</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Day 1</strong></td>
<td>Organizational Capabilities: Teams &amp; Talent Management</td>
<td></td>
<td>Design Thinking Research</td>
<td>The Design Thinking Mindset: Overview &amp; R-D-B Client Intro</td>
<td>Free Time</td>
</tr>
<tr>
<td></td>
<td>Constructive, Creative Collaboration</td>
<td></td>
<td>Field Research Group Projects</td>
<td>Holderfield &amp; Brandon Williams</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Leigh Thompson</td>
<td></td>
<td>Gallery Walk Preparation</td>
<td>Overview of Research-Design-Build Sprints</td>
<td></td>
</tr>
<tr>
<td><strong>Day 2</strong></td>
<td>Design Thinking Mindset and Framework</td>
<td></td>
<td>Gallery Walk: AEIOU - Reflection, Feedback &amp; Value Generating</td>
<td>How to conduct and plan In-Field Observations/Interviews Cotton</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Holderfield</td>
<td></td>
<td>Segal Institute Exercises: Observation Synthesis and Pain Point Identification</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Exercise: Design Thinking in Action</td>
<td></td>
<td>Developing and framing of insights</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Holderfield &amp; Brandon Williams</td>
<td></td>
<td>Developing and framing of “How Might We” questions</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day 3</strong></td>
<td>Day 4</td>
<td></td>
<td>Day 5</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Managing Your Growth Portfolio</td>
<td></td>
<td>Disruptive Innovation</td>
<td>Mohan Sawhney</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Robert Cooper</td>
<td></td>
<td>Industry Disruption</td>
<td>Mohan Sawhney</td>
<td></td>
</tr>
<tr>
<td><strong>Day 4</strong></td>
<td></td>
<td></td>
<td>Design Thinking Mindset: R-D-B Sprint Group Presentations</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Design Thinking and Your Organization</td>
<td>Liz Gerber</td>
<td></td>
</tr>
<tr>
<td><strong>Day 5</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### Segal Institute Exercises:
- Observation Synthesis and Pain Point Identification
- Developing and framing of insights
- Developing and framing of “How Might We” questions
- Gallery Walk: Insights, HMW, feedback
- Brainstorm Opportunity Areas & Initial Concepts Ideas
- Feedback loop on ideas
- Iterate on most promising concepts Ideas
- Refine idea and build out idea
- Develop human centered narrative
- Free Time Optional Faculty Presentation
- Practitioner Perspectives: Innovation and Design Strategists
  - Bruce Mau & Larry Keeley, Segal Design Inst.