DESIGNTHINKERS BOOTCAMP

KUWAIT, 22ND - 25TH OCTOBER 2018

The DesignThinkers Bootcamp offers a unique team of internationally recognized and highly experienced Design Thinking practitioners from the business, design and academic world.

A combination of Personal Coaching, Master Classes and in-depth knowledge of Service Design Thinking Tools and Methodology with the main objective: Guiding participants how to apply Design Thinking to Business.

www.designthinkersacademy.com

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Kuwait Foundation for the Advancement of Sciences

This intensive Bootcamp will guide you through the design and innovation cycle in four fast-paced days. Each day will focus on a specific stage so you'll build up your knowledge progressively and learn new tools. Together with your course team, you'll work on a real-life challenge. Throughout, our coaches will be on hand to inspire, support and stretch your thinking.

PROGRAM OBJECTIVES

We strongly believe in 'Learning by Doing', so the DesignThinkers Bootcamp will be a high energy and hands-on event. You'll be challenged to work in small teams on a real case and learn to work with Service Design and Design Thinking tools like **Personas, Cultural Probes, Customer Journey Mapping, Stakeholder Mapping, Value Network Mapping, Prototyping, Business Modeling, Road Mapping** and more. Moreover, a focus of this program will be on exploring the questions how to integrate these tools in an organization and how to create buy-in within an organization and with your sponsors.
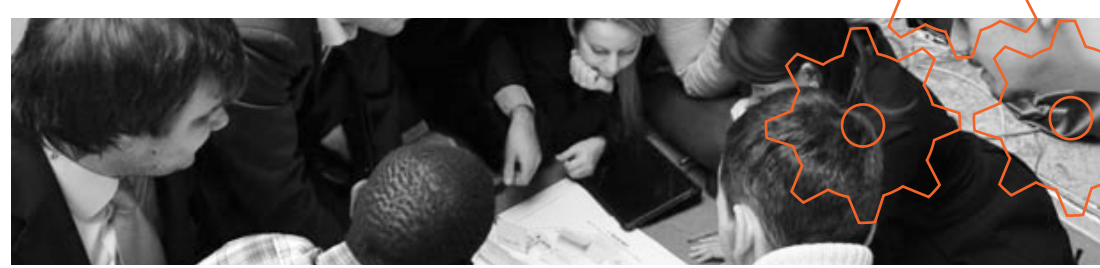
KEY BENEFITS

During this journey you'll work closely together with the coaches in finding answers to the following questions:

- How can you successfully apply Design Thinking in a complex business environment?
- How can you build empathy inside an organization, use customer feedback, real insights and translate them into implementable opportunities?
- What is the value of design and how can you use it to your personal and organizational advantage?
- What are the fundamental principles of innovation and Design Thinking?
- How can you create stakeholder and sponsor buy-in? How can you successfully implement innovations?

WHO SHOULD ATTEND

The DT Bootcamp is especially designed for participants who want to take the next step towards actually using Design Thinking in their daily work. Next to learning Service Design Thinking tools and methodology and transforming your way of thinking and your mindset, the Bootcamp coaches are all practitioners and will guide participants toward putting Design Thinking into practice.

The DesignThinkers Bootcamp is designed for a global mix of middle corporate management from the private sector.

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DESIGNTHINKERS BOOTCAMP
PROGRAM OVERVIEW

	Day 01 **WELCOME & RESEARCH DAY**	Day 02 **DESIGN DAY**	Day 03 **PROTOTYPE DAY**	Day 04 **'SHOW-DON'T-TELL'**
08:30 hr	**BOOTCAMP KICK-OFF**		**DOING** **Conceptualization**	**MASTERCLASS** **'Design Thinking in organizations'**
09:00 hr	**TEAM BUILDING &** **DESIGN CHALLENGE**	**DOING** **On-Field Design Research**		
	09:30 hr — Coffee break		09:30 hr — Coffee break	09:30 hr — Coffee break
10:00 hr	**MASTERCLASS** **'Service Design Thinking'**		**DOING** **Service Scenarios &** **Prototypes**	**DOING** **Dragon's Den Presentations**
11:00 hr				
	11:50 hr — Prayer time (25 mins)	11:50 hr — Prayer time (25 mins)	11:50 hr — Prayer time (25 mins)	11:50 hr — Prayer time (25 mins)
12:00 hr	**Set-up On-Field** **Design Research**	**Research Results Elaboration**	**Set-up User Test** **Strategies & Objectives**	**Reflection, Feedback session** **& Next Steps**
13:00 hr				
	13:30 hr — Coffee break	13:30 hr — Coffee break	13:30 hr — Coffee break	13:30 hr — Coffee break
14:00 hr	**Set-up On-Field** **Design Research**	**DOING** **Initial Idea Brainstorming**	**DOING** **User Tests &** **Design Refinement**	**Closing up Celebration &** **Certificates hand-out**
14:30 hr				

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DESIGNTHINKERS BOOTCAMP ADDITIONAL INFORMATION

DESIGNTHINKERS ACADEMY

The DesignThinkers Bootcamp is organized by DesignThinkers Academy. Our mission is to provide space and time for teams and individuals to be inspired and challenged, to learn by doing and strengthen their ability for creative problem solving.

DATE / TIME OF PROGRAM

October 22nd – 25th, 2018
08:30 – 14:30 hour

LOCATION

T.B.C.

REGISTRATION

online through http://oe.kfas.org.kw

CONTACT INFORMATION

Email: training@kfas.org.kw
Direct: 22278100 Ext. 1853/1888

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