

#1 Canada's leading
Executive Education provider
in Open Enrolment Programs
THE FINANCIAL TIMES 2018

Connect strategy with customer-centric innovation.

"Not only is the content extremely worthwhile, the dialogue, collaboration and networking opportunities with an intimate group are incomparable. I have utilized the methodology and frameworks with project teams within our company many times since I attended the workshop—it's simple, powerful, and fun. Highly recommended!"

Dan Dicks

Director, Americas Procurement
Steelcase Inc.

Innovation and Strategy, together.

Design Thinking is a human-centred approach to innovation, one that starts with understanding what customers need.

At the Rotman School of Management, we combine the core principles of design with the Playing to Win strategy framework developed by Roger Martin—recently named the world's most influential management thinker.

Our applied three-day Design Thinking program gives you both Rotman's signature Design Thinking approach and the Playing to Win framework used by Fortune 500 companies world-wide.

Learn by doing.

Ideate, prototype and retest a real-world innovation challenge and truly get comfortable with the framework. Our coaches will be with you every step of the way. By the end of the program you will:

- Be confident to make faster, better decisions in the face of uncertainty
- Be comfortable with placing strategic

- bets using both intuition and data
- Be more customer centric by understanding the basic approaches from ethnographic research, identify latent customer needs
- Apply these concepts in order to drive innovation in your own organization

We're here to help.

This innovative program focuses on understanding what customers need and how meeting those needs can drive business.

Who Should Attend?

This program is designed for senior managers who need to drive innovation in their organization. Those responsible for

- product development
- marketing
- business development
- sales, or
- strategy

from both the private and public sector will benefit from this program.

Three-day program with field research

Location:

Rotman School of Management,
Toronto, Ontario, Canada

Program Fee:

\$5,950 CAD +HST

Fee includes tuition, all program materials and meals.

The fee does not include travel or accommodation.

Questions?

Contact our learning advisor at 416.978.8815 or advisor@rotman.utoronto.ca

Address:

Executive Programs
Rotman School of Management
149 College Street
Toronto, Ontario M5T 1P5