

#1 in Canada for
Open Enrolment
THE FINANCIAL TIMES 2019

Use design methods and techniques to find, frame and solve business problems.



Designed by Angèle Beausoleil

Angèle Beausoleil, the world's first practitioner-academic on Business Design™, applies her 25 years of business experience to crafting high impact teaching and learning experiences.

Why Rotman?

The concept of Business Design™ originated at Rotman. We combine the best practices in higher education with design thinking for business content to help you confidently learn and apply the framework.

At Rotman, the constant interplay of ideas and points of view sparks new ways of approaching problems and illuminates unexpected connections. We bring together the right minds, resources and support systems to ignite breakthrough solutions.

And we encourage talented people to identify and create those critical moments of convergence and inflection where change begins.

Innovation for today's business challenges.

Business Design™ is evolving into the most prolific approach to organizational design and service innovation. Today's leaders must be equipped with a mindset, skills and tools to creatively solve problems that focus on the user, customer or stakeholder.

This intensive program provides the fundamentals of 'design thinking' for business over a 2-day sprint. You will learn and apply industry leading user-centered design research, prototyping and storytelling methods to real business challenges.

Learn by doing.

Ideate, prototype and retest a real-world innovation challenge and truly get comfortable with the framework. You'll gain a design mindset and learn to build a business case for design.

By the end of the two days you will be able to

- » use design methods and techniques to find, frame and solve problems
- » think differently about needs, problems and solutions and
- » understand how empathy, creativity, prototyping and storytelling are critical for business innovation

A universal tool.

Business design™ can be used by any innovative leader looking to reimagine processes, products or services in any industry. In a disruptive world, this creative problem solving framework keeps you relevant and agile as the need to innovate time and again becomes ever more critical.

Invest in your success.

This innovative program focuses on understanding what customers need and how meeting those needs can drive business. Our expert faculty will guide you through every step.

A 2-day workshop

Location:
Rotman School of Management, Toronto, Ontario

Program Fee:

\$4,250 CAD + HST
The program fee includes tuition, all program materials, and class-day meals.
The fee does not include travel or accommodation. This program is HST exempt.

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

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Day 1		Day 2	
Learning	Outcome	Learning	Outcome
<ul style="list-style-type: none"> » Intro to design methods and tools » Intro to business design sprint phases: <ol style="list-style-type: none"> 1. Need/problem finding 2. Problem framing 3. Problem solving 	<ul style="list-style-type: none"> » Identify the attributes required for a design mindset attributes » Learn innovation process phases » Understanding the business case for design 	<ul style="list-style-type: none"> » Business design sprint phase 2 2. Problem framing: prototyping 	<ul style="list-style-type: none"> » Learn to create problem statements » Learn how to use and apply “how might we” statements » Understand the benefits of rapid prototyping with clients
<ul style="list-style-type: none"> » Business design sprint phase 1: <ol style="list-style-type: none"> 1. Need/problem finding: design research 	<ul style="list-style-type: none"> » Learn how to formulate need/problem hypotheses » Develop your observational skills and unearth new insights » Accurately identify motivations and drivers 	<ul style="list-style-type: none"> » Business design sprint phase 3 3. Problem solving: storytelling » Design-innovation presentations 	<ul style="list-style-type: none"> » Learn how to build and properly apply user journeys » Learn how to design prototypes » Hone your ability to craft innovation story pitches