

Advanced Business Design Facilitation

Organizational Benefits

- Increase creative problem solving through design thinking.
- Participants leave with a customized corporate training plan.
- Create dynamic environments where everyone in your organization feels confident and can be creative.
- Amplify your investment in innovation for years to come.
- Better attract and retain talent.

Participant Benefits

- Learn from senior business design leaders.
- Get ready to apply active learning and studio practice fundamentals.
- Leave with lesson plans, program design and delivery tools that work in the boardroom.
- Build your unique trainer guide with extensive templates.

The Future is (Still) Human

The first step in understanding your customers is to accept that you know very little about them – they are continuously evolving and adapting. Even with new possibilities offered by machine learning and artificial intelligence, technology is still a mediator or enabler for humans. So, innovation will always involve humans, but pairing customer-centric methods with AI technology will be very powerful.

In the future, using design thinking to actually design emerging technology systems will be critical, and that's one of the key challenges ahead. Even if you have the best technology, innovation doesn't just happen – it is designed by humans for humans.

What Can Design Do For Your Business?

To better understand customers, companies are rethinking their processes and management teams. Design and its cousin, design thinking, are now being lauded as a much-needed mindset for leaders – those seeking a customer-centred approach to business innovation, reimagining operations and rethinking supply chains and financial models.

The proof that design thinking works has been collected over many years and finally published in 2013 by the Design Management Institute (DMI). They found that design-infused companies were surpassing traditional firms with an average of 220 per cent return on their share price value.

The world's top management consulting firms have also been actively acquiring design agencies or hiring chief design officers (for example, 3M, PepsiCo, Philips, Ford, etc.).

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The Rotman Approach

Organizations seeking to infuse business design principles across the organization need to invest in much more than hiring or training one or two design officers. This is why Rotman has launched a ground-breaking new program to amplify your investment. With just one program, we train your business designers to facilitate in-house design thinking sessions and firmly embed customer-centric problem-solving approaches across your organization. Every participant will learn from senior business design leaders and leave with a customized plan for a training program.

Award-Winning Faculty

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. She teaches the Rotman Business Design Practicum, Creativity and Business Innovation, Design Research and Data Storytelling, and

leads the International Design Study Tour. She has also taught at UC Berkeley's Haas School of Business and the University of British Columbia's Sauder School of Business. Angèle will be joined by award-winning faculty from the disciplines of business design and teaching foundations.



Angèle's Insights

Most companies tend to 'jump right in' to innovation in direct response to a negative situation. The trigger could be a financial company facing changes to foreign-investment policies that narrow or eliminate a market for its current services; or a beverage company seeing its sales decline due to a growing number of entrepreneurs providing newer, tastier choices. For these and most other situations, the important customer-centric questions to ask before jumping in are:

1. What problem are we really trying to solve?
2. Who is directly impacted by this problem?
3. Why do we believe it is a problem, and why does it matter to our customers — and to us as a company?

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Why Rotman?

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.

Cutting-Edge Insights

This program is only available at Rotman, where the concept of business design originated. We combine the best practices in higher education with design thinking for business content to help your talent confidently facilitate and train design thinkers in your organization.

Make your organization a leader in the fast growing field of design thinking. In four days, we'll teach your design thinkers how to bring together diverse teams in a creative environment to solve your most pressing challenges using the principles of business design.

Amplify your Investment

Now, your business designers can effectively lead in-house sessions to integrate design across your organization for a positive impact on employees, customers and your bottom line.

By sending a small team to our program, your organization amplifies the effect of your business designers for years to come.

The Details:

Location:
Rotman School of Management, Toronto

Special introductory pilot fee:
\$6,500 CAD

For more information:
416.978.8815

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Who Should Attend

- Service Design, Customer Experience, Design Thinking leaders
- Design Thinking facilitators inside organizations and agencies
- Those who are growing or leading teams of customer (UX) experience, service design, new product development, innovation and business transformation