

DesignThinkers Bootcamp

Creating Business Impact & Growth for Your Organizations



PROGRAM OBJECTIVE

The 5-day **DesignThinkers Global Bootcamp** provides a unique opportunity to learn from internationally recognized and highly experienced Design Thinking practitioners. Under the guidance of our seasoned facilitators, familiarize yourself with the divergent/convergent model of the Double Diamond, and solidify your strategic Design Thinking mindset by practicing on a real-life project.

DATE AND TUITION FEE



HK\$13,500

(available one month in advance)

Standard Price: **HK\$15,000**

Discounts are available for teams signing up

DATE OF THE BOOTCAMP

Date:

29, 30, 31 Mar & 1 Apr 2024

Time:

9:00 am to 6:00 pm

(*1 Apr: 9:00 am to 5:00 pm; 6:00 pm to 9:00 pm)

CERTIFICATE

Upon successful completion of the course with a minimum attendance rate of 70%, participants will be awarded a certificate of Attendance from PolyU SPEED and a certificate of DesignThinkers Global Bootcamp from DesignThinkers Academy

Venue:

The Hong Kong Polytechnic University /
PolyU Hunghom Campus

Languages:

Bilingual (Cantonese & English)

OUR TRAINING METHODS:

We strongly believe in 'Learning by Doing', so the DesignThinkers Bootcamp is a high-energy and co-creative strategic planning training workshop. You'll be challenged to work in small teams on a real case and learn to work with Design Thinking tools like Business Models Canvas, Value Proposition Map, Design Research, Customer Journey Mapping, Concept Blueprint and Prototyping.

Moreover, the focus of this program will be on exploring how to integrate these tools in an organization and how to create buy-in within an organization and with your sponsors and all levels of stakeholders.

Together with the coaches, you will find answers to:

- How can you successfully apply Design Thinking in a complex business environment?
- How can you build empathy inside an organization, use customer feedback, rate 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?
- How can you create stakeholder and sponsor buy-in
- How can you successfully implement innovations?



OUR TRAINERS AND EXPERTS



Jeroen van der Weide

Jeroen is a Partner & Senior Facilitator at DT Academy Global. He is a driving force in facilitating teams, designing creative processes, and brainstorming sessions. He has an MA in Dutch Theatre, Film & Communications.



David Chung

David is a Partner & Senior Facilitator at DT Academy China and HK. He managed over 100 business transformation projects and conducted over 500 training classes in Design Thinking and business innovation in Hong Kong, China, and Asia.



Els Dragt

Els Dragt is a trend researcher with over fifteen years of experience in spotting and analyzing seeds of change for (inter)national clients, from nonprofit to commercial.



Dr. Keith Chau

He is the senior Continuing Education Consultant at the College of Professional and Continuing Education, The Hong Kong Polytechnic University.



Dr. Tao Charm

He is the President of OpenCertHub Academy. He has over 30 years of experience in the innovation and technology industry. His expertise is in big data & AI, fin-tech, digital transformation.



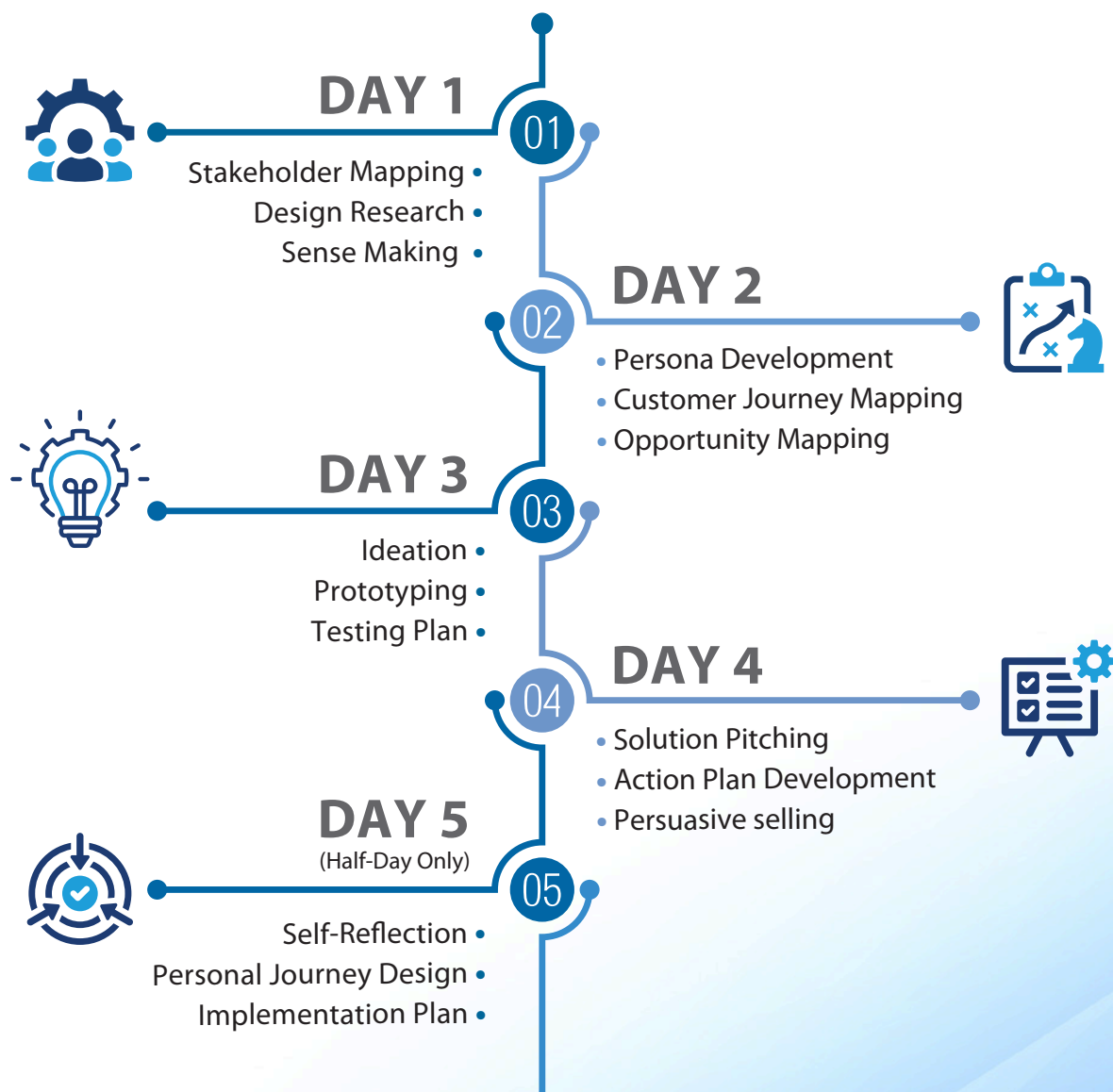
Luke Chu

He is the Chairman of the Hong Kong Internet & eCommerce Association. He has over 20 years of experience in system development, project management, internet technology management and digital marketing.

WHO SHOULD ATTEND

- Senior executives who want to strengthen their ability to lead business model innovation
- Innovative leaders seeking to develop and enhance their organization's innovation capability
- Professionals are responsible for tackling strategic challenges, driving growth, and implementing systems for innovation.

LESSON CONTENT:



DesignThinkers Academy (DTA) is one of the world's leading Design Thinking and Innovation Management training institutes, facilitating organizational transformation, change management and business innovation. DTA Hong Kong is an authorized partner of DesignThinkers Academy in Hong Kong and has decided to provide world-class raining programs with localized best practices.

Enquiry

Tel: 3746 0316

Email: ceo@speed-polyu.edu.hk

Address: HHB-404, 4/F, PolyU Hung Hom Bay Campus, 8 Hung Lok Road, Hung Hom, Kowloon, Hong Kong