Southern Hemisphere

SUPPORTING MEANINGFUL CHANGE

Design Thinking for social innovation

In a rapidly changing world we need to find new ways to engage with wicked problems and stimulate innovation. Design thinking is a particularly useful process at management level for strategic planning and change management because it allows for separation from what we think we know (habitual thinking) so that you can solve the real needs of our stakeholders. Design thinking takes us out of our comfort zones to provide new ways of understanding a challenge or opportunity and generating innovative solutions.

Design thinking is a systematic creative process, methodology and set of tools used to explore, define and innovate around business, organizational or development challenges. These may be complex systemic challenges that may take several months to unpack or a short process to encourage broad creative thinking around a smaller challenge over a few hours. Working with multidisciplinary teams, design thinking brings the stakeholders both internally and externally into the process and allows for multiple perspectives.

Design thinking is a particularly useful process for bridging the gap between accountability and learning. Where research, monitoring and evaluation produce results, findings and data, design thinking helps to translate this into learning.

Objectives

The objective of the workshop is to provide an introduction to the design thinking and creative thinking process to solution finding and innovation. Participants will be exposed to the key principles of design thinking:

• Working with multidisciplinary teams
• Divergent and convergent processes
• A human centered approach
• Creative thinking
• Co-design
• Prototyping

Methodology

The two-day workshop will take participants through a solution finding process using design thinking and creative thinking methodologies and tools. Participants will experience a hands-on approach to design led thinking and creative problem solving. Opportunities for reflection on the process and learning from experience will be key to the workshop methodology.

Outcomes

Participants will have:
• An understanding of the design thinking process
• Experience of a creative thinking process
• Increased confidence around the application of design thinking
• Experience of design thinking tools: journey mapping, context and stakeholder map, value network and persona mapping
• A range of tools used to stimulate creative thinking (ideation)

Who should attend?

- Organizational leadership
- Facilitators
- Organisational Development practitioners
- Social development practitioners
- Researchers
- Product developers
- Strategic planners
- Monitoring, Evaluation and Learning Practitioners/Managers/Consultants

Programme outline:

Introduction - What is Design Thinking?

Module 1

Discover
- Opportunity identification - process
- Human Centered Research methodology
- The role of quantitative data in design thinking

Module 2

Define
- Intention of the solution

Module 3

Develop
- Creative thinking – ideation

Module 4

Deliver
- Rapid Prototyping

IN HOUSE
COURSES

Available Upon Request; Minimum 5 Persons

Visit the website to complete a registration request or contact us for more information:

Southern Hemisphere Training
PO Box 3260, Cape Town, 8000
Tel: + 27 (021) 422 0205
Fax: + 27 (021) 424 7965
Email: training@southernhemisphere.co.za

w w w . s o u t h e r n h e m i s p h e r e . c o . z a

@southernhemis   SHsouthernhemisphere