Design Thinking for Researchers to Unleash Your Creative Power

**Objective**

The workshop is aimed at PhD candidates and postdocs who lead research projects or wish to turn their research into a product or service. Design Thinking is a novel way to drive innovation in industry and consulting. It turns the traditional academic approach “upside down”: instead of extensive background research, planning, preparation, data collection, development, testing and revision you start right away with a “first final product”, which is then incrementally improved in several rounds of feedback.

Applying this approach in your research work means that you will be able to
- be “systematically creative” i.e. not depend on a genius in their team but rather be able to generate the genius together from their team;
- communicate effectively with your PI, colleagues, professor, and any other researchers;
- access additional resources, as you get continuous feedback from others;
- grow confidence and use time more efficiently, as you present only increments of your project, instead of “working super lonely for six months before daring to present your ‘perfect’ story for the first time to anyone”, as a former participant put it.

**Description**

In this workshop PhD candidates and postdocs learn about the mindset of an innovator and the behaviour required to drive innovation in any context.

In particular they will
- discover the basic tenets of design thinking as an approach;
- apply highly effective tools for defining, designing and expressing Value Propositions & Customer Profiles;
- publish a first prototype of their offering and receive immediate feedback;
- pivot their Value Proposition, adapting their prototype accordingly and reinforce their core message while broadening their audience.

**Methodology**

The methods used in the workshop are inspired by the Art of Hosting and combine personal work, experiential learning exercises, dialogue, facilitated work in groups of varying size and co-creation.

Proven tools of design thinking such as the Value Proposition Design canvases from Strategyzer.com or looping.com (a tool used by Swisscom for rapid prototyping) will be used. Participants will immediately apply theoretical inputs and critically discuss the outcome and impacts.

**Conditions**

The workshop requires participants to do about 2 hours of pre-work before. Further information you will receive approx. 2 weeks prior to the workshop.

**Organizational Information**

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<thead>
<tr>
<th>Language</th>
<th>English</th>
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<tbody>
<tr>
<td>Target group</td>
<td>Advanced Doctoral Candidates and Postdocs from all faculties</td>
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<tr>
<td>Date</td>
<td>Thursday-Friday, 6-7 June 2019, 9:00 – 17:00</td>
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<td>Registration</td>
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