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 and starts right away with a “first final product”, which is then incrementally improved in rounds of feedback. Applying this approach in your research work means that you will be able to be “systematically creative” and generate new ideas. In addition, you will learn to communicate more effectively with your PI, colleagues, professor, and any other researchers. Finally, you will grow confidence and use your 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 online workshop PhD candidates and postdocs learn about the mind-set of an innovator and the behaviour required to drive innovation in any context. In particular you will

• learn to establish conditions for creative work;
• 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 your offering and receive immediate feedback;
• pivot the value proposition and prototype, reinforce the core message while reviewing the target audience.

Methodology

Methods are inspired by the Art of Hosting and combine personal work, experiential learning exercises, dialogue, facilitated work in groups and co-creation. Proven tools of design thinking such as the value proposition design canvases from strategyzer.com or loop-ing.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. During the workshop, we create a safe space and a personal relationship with participants – we care for our participants and their development.

Conditions

The workshop requires participants to do about 2 hours of pre-work before the workshop. You will receive further information approx. 2 weeks prior to the workshop. Because we will work in small teams, we require participants to be present through-out the entire 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>Monday-Tuesday, 17-18 May 2021, 9:00 – 18:00</td>
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<tr>
<td>Registration</td>
<td>For registration click here</td>
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