

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 throughout the entire workshop.

Organizational Information

Language	English
Target group	Advanced Doctoral Candidates and Postdocs from all faculties
Date	Monday-Tuesday, 17-18 May 2021, 9:00 – 18:00
Registration	For registration click here

Trainers



Dr. Thomas Teichler
Lead to Trust

Thomas Teichler is a Leadership Coach and Consultant for Lead to Trust. He worked for Roland Berger Strategy Consultants and holds a PhD from the European University Institute in Florence in social and political science. He led and managed numerous research and consulting projects.



Xavier Garcia-Weibel
Human Centric Leaders

Xavier is an innovation leadership coach. After graduating from University with a Master of Business Informatics and Networks, he worked for French and Swiss telecommunications companies and led their innovation efforts in Silicon Valley and Europe.