Design thinking is a method that combines empathy for the context of the problem and creativity in the creation of insights and solutions with rationality to analyze and develop context fitting solutions. It is solution-focused thinking, focusing on the goal or dream scenario, or what is meant to be achieved. The value of design thinking is a viable business strategy; creating new opportunities with a customer-centered approach.

“Leaders now look to innovation as a principal source of differentiation and competitive advantage; they would do well to incorporate design thinking into all phases of the process.” - Tim Brown, CEO and president of IDEO.

Key Learnings:
• How to apply design thinking in your business model(s)?
• How to you stimulate your employees to start with design thinking and create a new solution-focused culture?
• How do you explain this dynamic process to your customers?

During the workshop suggestions and practical tips are given and illustrated by best practices and examples of the company IDEO, world’s leading product design firm.
No time to go to Harvard, but you need the latest insights? We invite you to our workshops Strategy & Governance Excellence series, organized by The Decision Institute. Learn from the latest, best and most impressive Harvard cases, by experts in case teaching and writing Prof. Dr. Fred van Eenennaam and ir. Maarten Koomans. The Excellence Series* makes the latest international insights on strategy and governance quickly available and practically applicable for professionals in the Netherlands. Every workshop touches on today’s issues; making it possible to learn from recent themes on strategy and governance.

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<th>Date</th>
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<tr>
<td>September 25,</td>
<td>Innovate your business</td>
<td>The strategic dilemmas that a successful tech-company has to face in a fluid, fast-changing competitive field.</td>
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<td>Technology outruns the business models</td>
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<td>November 6,</td>
<td>Boardroom Dynamics</td>
<td>Board turnover, board culture, and the roles of active directors.</td>
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<td>December 12,</td>
<td>Culture &amp; Design thinking</td>
<td>A creative, design-based orientation can help to optimize the development of products, services, processes – and even strategy.</td>
<td>IDEO</td>
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<td>16.00-18.30u</td>
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Case teacher

Ir. Maarten Koomans is an expert on strategic change, implementation and innovation. His consulting, executive education and research activities are aimed at creating optimal value, in an effective group process, and in relation with actual implementation and day-to-day leadership. He believes in the power of dialogue, shared values and co-creation. He teaches Growth & Innovation at Nyenrode Business Universiteit and has written books and articles.

Information

Date & Time
December 12th, 2013
15.15u - 18.30u

Fee
€ 295, ex BTW
A series of 3 is €750

Registration
Rianne Oostwoud Wijdenes
r.oostwoud@thedecisioninstitute.org

Audience

• It is possible to register as an organization with varying participants.

• Accessible to an exclusive but wide audience, from executives and supervisors to policy makers and business analysts.

• Feel free to forward this invitation

The Decision Institute provides and collaborates in various major executive and MBA programs on Strategy & Governance around the world. The institute organizes and develops executive education, seminars, masterclasses, symposia and workshops for c-level and in-house or TDI-branded. Since, 1996 Strategy en Governance is one of the core pillars and has a re-buy rate of 86.2%.