Strategic Innovation and Design Thinking

Sample Agenda

Core Faculty: Cynthia Benjamin, Bill Burnett, Carl Spetzler

Note: We will take short breaks every 60–90 minutes.

Day 1
12:30–1:30 Registration and lunch
1:30–2:45 Introduction and defining strategic innovation
2:45–4:45 Individual creativity and jazz brainstorming
4:45–5:00 Need finding
5:15–6:30 Reception / networking

Day 2
7:00–8:00 Continental breakfast
8:00–9:30 Design thinking experience
9:30–10:45 Design thinking-based strategy
10:45–12:00 Case introduction and exercise: customer perspectives
12:00–1:00 Lunch
1:00–1:45 Case exercise: value chain exploration
1:45–2:15 Framing strategic issues
2:15–3:45 Case exercise: alternative generation
3:45–5:30 Tour of design innovation firm

Day 3
7:00–8:00 Continental breakfast
8:00–9:30 Innovation competency cycle and iteration
9:30–11:00 Case exercise: iterating for value
11:00–12:00 Organizational realization
12:00–1:00 Lunch
1:00–2:45 Building innovation into your business model
2:45–4:30 Case exercise: concept implications and presentation
4:30–4:45 Implementing innovation in your organization
4:45–5:00 Summary