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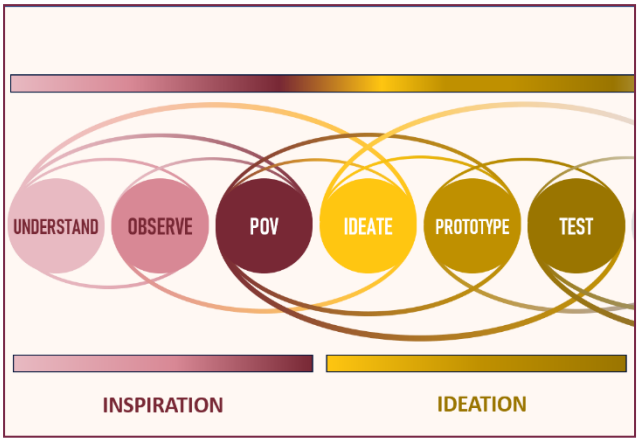
Design Thinking in Academia

How new ideas, approaches and objects come into the world

Trainers: **Mark Edwards / Svenja Neupert**

Duration: **2 x 4-hour teleconferences**

Languages: **English (ME) English/Deutsch (SN)**



Innovative problem-solving techniques for leadership and cultural change in universities

Globalisation and digitalisation are changing our individual lives and social conditions at a rapid pace and require a new approach to problems at all levels.

In the seminar you will learn, among other techniques, to understand the Design Thinking process, step-by-step and apply it to the basis of your specific question or design challenge.

Using new creative methods, you will learn to identify problems that are systematically relevant to your everyday life and to develop user and employee-oriented solutions.

This seminar provides participants with the most important basics of Design Thinking and an overview of innovative creative techniques for problem solving.

Content:

- What is Design Thinking?
- How can it be transferred from an entrepreneurial focus to the university context?
- How does the entire Design Thinking process work?
- The change arises in the mind - Which other innovative creative techniques expand the thinking and action framework?
- How can cooperation in cross-disciplinary projects with very different employees be successful as a basis for innovative methods and discoveries?

This seminar comprises inspirational input, group work, discussion and individual exercises which combine to form a powerful learning experience, with lasting effects.

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