Design Thinking Workshop main objectives:

a) To immerse students into the world of innovation as a systematic process of tackling relevant business and/or social problems.

b) To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions. An innovation new ventures, value propositions, new products or services.

c) Using a practical hands-on approach, this workshop will support student in the sketching, conception and early development of an innovation challenge, which is a critical input for the innovation course. Examples of innovation challenges/projects include but are not limited to:
   a. The design of an original and feasible value proposition aligned with relevant markets
   b. The development of a growth trajectory or growth platform
   c. Tackling a particular organizational issues, such as lack of alignment, execution challenges or lack of collaboration
   d. The development of a new product, new service or the radical innovation of processes
   e. The adoption/adaptation of new technologies to streamline key processes or to disrupt established markets or the competitive landscape

d) To exercise their foresight and insight muscles in the process of opportunity identification/creation.

Learning Objectives:

1. To recognize the latest and future issues and challenges in innovation.

2. To expose the student with state of the art perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.

3. To develop an advance innovation and growth mindset form of problem identification and reframing, foresight, hindsight and insight generation.

4. To prepare the mindset and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.

5. To recognize and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.

6. To propose a concrete, feasible, viable and relevant innovation project/challenge
Format:

The workshop will last 16 contact hours divided in 4 sessions during the EMBA program. This workshop requires about 3 hours of preparedness previous to every session. There will be as well a number of on line sessions and individual mentoring leading for a successful application of design thinking to every individual innovation project.