Design Thinking for Business Innovation

Executive Program
May 22-30, 2019

Design Thinking for Business Innovation is an intensive program that will give you the skills to design new solutions that create value for the customer and your business. Design Thinking combined with business models provides effective tools for corporate innovation and transformation.

“The combination of design thinking and business models is a really powerful way to deliver market changing innovations with good returns.”

Luis Vives
Associate Dean, ESADE Business School
Innovative, World-class Program Providing Cutting-edge Creative Practices

ESADE Business School and Aalto University Executive Education have partnered to create a truly unique immersion program offering exciting new approaches to innovation that provide novel solutions to the challenges facing businesses today.

Design Thinking is a methodology for practical creative resolution of problems with a view towards an improved future – whether in terms of innovation, strategic capabilities, processes or even management.

Design Thinking combined with business innovation methodology forms a powerful and actionable approach to innovation.

For
This program is for corporate leaders responsible for strategy, marketing, sales or innovation, as well as senior executives and managers who want to integrate cutting-edge creative practices into their business processes and corporate structures.

Organizational Benefits
- Discover new ways to utilize your organization’s full potential by engaging all organizational levels in the generation of innovations.
- Accelerate the flow of knowledge and ideas within and across organizations through novel approaches and new skills.
- Maximize value creation and value capture for new innovations in your organization through business model innovation.
- Increase the breadth of innovation approaches and methods available to your organization.

Personal Benefits
- Acquire through practical application a set of proven tools to promote and execute innovation in your team: capturing insights, critical and creative thinking, ideation, prototyping, business model design.
- Develop skills for innovating in business models: from value creation to value capture and growth.
- Acquire skills to better lead unique and winning innovation projects.
- Understand how to gain deeper customer understanding and improve your skills to interact with customers.
- Learn how to quantify a value proposition and develop the key selling arguments.
Kick-off Module – May 2019

The program starts with a two-week online period prior to the actual event days. This virtual kick-off is an integral part of the program and will require one to two working hours per week.

Helsinki - May 22, 2019
Discovering Design Thinking Methodology
- Design Thinking and innovation
- Design Thinking methodology and tools
- Learning by doing: problem definition

Helsinki - May 23, 2019
Creating and Understanding Customer Value
- Understanding what creates value for customers
- Learning to use tools for assessing and improving customer value
- Designing optimal value propositions
- Learning by doing: creating customer insights
- Learning from others: practitioners take the floor

Helsinki - May 24, 2019
 Developing Powerful Prototypes
- Idea generation process
- Creating concepts for potential solutions
- Designing fast prototypes
- Collecting feedback and user insights with prototypes
- Learning by doing: designing prototypes and testing
- Learning from others: practitioners take the floor

Barcelona - May 27, 2019
Exploring Solutions through Experiments
- Managing projects with uncertainty
- From fast prototypes to market validation
- Designing and running entrepreneurial experiments
- Learning by doing: identifying uncertainties, designing experiment set-ups

Barcelona - May 28, 2019
Designing Innovative Business Models
- The importance of business models in Design Thinking innovation projects
- Moving from value creation to value capture and growth
- Managing perceived price and perceived value
- Learning by doing: business model design
- Learning from others: practitioners take the floor

Barcelona - May 29, 2019
Bring to Market and Scaling-up
- Product-market fit and traction modelling
- Agile principles to accelerate learning
- Scaling and growth
- Learning by doing: agile learning
- Project presentations

Barcelona - May 30, 2019
Solving the Execution Challenge
- Implementing Design Thinking
- Graduation
ESADE Business School
Barcelona, Spain
Since its founding in 1958, ESADE has grown into a world leader in management education. The school is consistently ranked as one of the top business schools in the world because of its high-quality education, clear global perspective, and focus on ethical principles, entrepreneurial spirit and social responsibility.

With more than 63,000 alumni in a network spanning more than 100 countries and 70 chapters in 5 continents, ESADE’s influence extends to every corner of the business world. Surrounded by design and historical architecture, ESADE is based in Spain’s most cosmopolitan city, Barcelona; a city acclaimed for creativity and innovative spirit.

www.esade.edu

Aalto University
Executive Education
Helsinki, Finland
Aalto University Executive Education (Aalto EE) offers thought-provoking executive education and leadership development services globally: customized solutions, MBA and DBA programs, and open enrollment programs. It is our mission to build a better world through better leadership, and educate a new generation of leaders with a global outlook and sense of diversity, integrity and social responsibility.

Aalto EE holds the AACSB, AMBA and EQUIS accreditations and is ranked among the top 50 executive education providers worldwide by the Financial Times. We have two strongholds: one in Helsinki, Finland and the other in Singapore. Annually, clientele from over 1,000 companies benefit from our goal-oriented and comprehensive learning experience with a proven impact on both the individual and the organization.

www.aaltoee.com
“What I really like about the program is that we actually have external speakers coming in. Having that external perspective is really helpful because it shows you how you can apply Design Thinking into real life examples. We all come from different backgrounds, and yet we are trying to solve similar challenges. Exchanging those ideas and best practices with participants from different countries and backgrounds has been tremendously helpful for me.”

Yusuf Okucu
Employee Experience Leader & Strategist
Vistaprint, Spain

“The experience was a mix of theoretical content, best in-class case studies and, most importantly, practical application in real business cases. The cases showed me practical ways to apply the process of Design Thinking with my clients. The highlight was to combine the creative process with business interests and financial issues, which we must consider in every step of the Design Thinking process.”

Barbara Ponce Barbara
Sales Account Manager
Google, Brazil

“It was really exciting to hear other professionals explain how their companies are solving the same problems around the world that we are facing. I found it really helpful to understand how to capture and monetize the value of innovations.”

Tomi Sundberg
Director, Innovations and New Business Development
Cramo Group, Finland
Design Thinking for Business Innovation

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In Brief
Design Thinking for Business Innovation is a program for corporate leaders as well as senior executives and managers who want to integrate cutting-edge creative practices into their business processes and corporate structures.

The Design Thinking for Business Innovation program will be held in Helsinki, Finland and Barcelona, Spain during an intensive study period on May 22-30, 2019.

Reference
I chose the program because I was looking for something different that combined design thinking with business, and something that was also practical without being academic. It’s an ideal place to come and pick up on new concepts and the way that we do things so that we can offer a better service to our clients and thereby extend the growth of our company.”

Desere Orrill
CEO, Ole Media Group, South Africa

Key Faculty
Tua Björklund, Professor of Practice, Aalto University
Lotta Hassi, Academic Director of the Program, ESADE Business School
Miko Laakso, Researcher, Aalto University
Mikko Koria, Visiting Professor, Aalto University
José Manuel Perez, CEO, Product Lab, Academic Collaborator at ESADE Business School
Núria Solsona, Service Design Consultant, Academic Collaborator, ESADE Business School, Professor of Practice at Aalto University
Luis Vives, Associate Dean, ESADE Business School

Program Fee
The program fee includes in-class materials, lunches and coffee breaks during the program days.

The program fee does not include travel expenses or accommodation. ESADE and Aalto EE can recommend hotels with special rates in both cities and a flight connection from Helsinki to Barcelona.

Please note that VAT is applicable to private persons and Finnish companies.

Early Bird fee until February 28, 2019
€ 6,500

Fee from March 1, 2019 onwards
€ 7,200

Fee for ESADE and Aalto EE alumni
€ 6,500

Registration
Register for the program by April 22, 2019 at www.esade.edu/design-thinking.

Cancellation fee is 20% of the program fee for cancellations made 15-21 days before the start of the program, and 50% of the program fee for cancellations made 8-14 days before the start of the program. There is no refund for cancellations made within 7 days of the start of the program or not made at all.

Contact Information
Ms. Ursi Van der Herten
Associate Director, International Executive Programs
Tel. +34 935 530 219
Mob. +34 638 424 586
ursi.vanderherten@esade.edu

www.esade.edu/design-thinking