

# Innovation Through Design Thinking

EXECUTIVE EDUCATION



London  
Business  
School

# Master the methods that make innovation happen

Inject design thinking principles into your organisation's culture.

## Programme focus

Harness the power of design thinking for your organisation and create your own innovation action plan with this online, fully tablet- and phone-compatible programme.

Each firm fights its own battle, but for every innovation challenge, there is a solution. Tapping into design thinking techniques can help you drive change, understand your customers' needs, and generate creative, optimal outcomes.

Join a set of eclectic and ambitious leaders from around the world in this powerful online learning programme, led by internationally acclaimed management thinker and LBS Professor Julian Birkinshaw.

## How you learn

### Define your challenge; create your solution.

What problem do you need to fix? The design thinking framework featured in this programme focuses on empathising, defining, ideating, prototyping, and testing to diagnose your challenge and develop spot-on tactics to create innovative solutions.

Whether you're a maverick working solo on a project or you're leading a team, learning the defined steps and innovation mindset of design thinking can help you transcend limitations and drive outstanding business results.

Work through each module at your own pace, selecting material based on your own innovation challenge. Professor Birkinshaw will host two online webinars – one at the start of the online programme and one before completion. Benefit from the guidance of business experts and coaches throughout the programme, alongside the new perspectives and support provided by your peers through forums and surveys.



## Programme details

### PROGRAMME FEES

£1850\*

Flexible payment available

### DURATION

6 weeks, online

4-5 hours/week

\*GST applicable to Singapore residents.

**“This is an excellent programme and provides you with a new lens to see the issues, innovative tools & techniques which are more relevant and helpful when you have to build resilience and respond quickly - the highest priority for my organisation.”**

**Dr. Uttam Kumar** (India), Senior Director of Engineering, Rakuten

# What you learn

This programme is practical to the core, providing step-by-step instruction in design thinking principles to help you develop creative solutions, with your own innovation challenge forming the bedrock of learning.

## Module 1 | Building awareness: Why innovation is important to you right now

You will become conversant in the why, what, and how of innovation, learning the basic principles of innovation, why innovation is necessary to your success and what form it takes.

- Explore why innovation is essential in today's business world.
- Discover how innovation happens through four key principals.

## Module 2 | Identifying customer needs

Because design thinking is the best way to understand what your customers' real underlying needs are, you will learn the key ideas in design thinking, trying out its techniques and tools to help you make it real.

- Answer the question: What is design thinking?
- Practice techniques for identifying customer needs.

## Module 3 | Making it personal: Defining your own innovation challenge

What innovation opportunities are you considering? What battles are you fighting? Learn to frame your challenges in a way that reveals answers, not just obstacles.

- Understand your broader business context.
- Diagnose your internal challenge.
- Define your challenge.

## Module 4 | Generating ideas: Exploring possible futures

Begin to connect ideas to your challenge, develop new models of thinking and consider multiple perspectives. Innovation takes bravery and vision. You will learn to stir your creativity with techniques that will serve you for a lifetime.

- Generate ideas for new products and services.
- Reflect on new ways of working.
- Evaluate ideas for new business models.

## Module 5 | Prototyping and developing ideas: How to take your concept forward

Explore prototyping your concept in an easy and low-risk way. Understand the techniques for selecting the most promising ideas and developing them further and discover how to design and run an experiment.

- Identify techniques for prototyping.
- Recognize the structures for developing ideas.
- Learn the steps to design and run an experiment.

## Module 6 | From concept to action: Making your idea stick

Taking a broader perspective, you will consider the tactics to adopt that are necessary to gain support from those inside and outside your business. Also, you will learn how to help others develop their own innovation ideas.

- Master tactics essential for the corporate entrepreneur.
- Learn to build an innovative corporate culture.



# Real-life examples

Throughout the programme, case studies of global brands help you identify innovation methodology, providing real-world examples of innovation moving from ideation into implementation. Here are a few of the industries and brands we'll explore:

## Financial services

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- Citibank
- Monzo
- Barclays
- Revolut
- ING
- Lemonade

## Healthcare

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- Roche
- Pfizerworks
- Thriava
- Create Fertility

## Retail/Consumer goods

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- Haier
- Costa Coffee
- Unilever
- Ocado
- Dyson
- Virgin
- Freezmate
- Deliveroo
- Nestlé/Nespresso
- Finlay
- WOG
- Vivino

## IT and Technology

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- IBM
- Netflix
- Xero Accounting
- Adobe
- WeChat
- Amazon
- Uber
- Purplebricks
- GoPro

## Consulting

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- Stratforma
- Co-cubed

NOTE: All products and company names are trademarks or registered trademarks of their respective holders. Use of them does not imply any affiliation with or endorsement by them.

# Is this programme right for me?

Designed for professionals who are tasked with igniting innovation within their organisations or who seek to create innovative solutions to a major challenge, this programme will be particularly beneficial for:

## C-Suite and General Management Executives

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Ideal for business leaders who want to build awareness by learning key principles of innovation, understand the broader business context of internal challenges, and drive change through innovation. Representative roles include:

- Chief Executive Officer
- Chief Technology Officer
- Chief Information Officer
- Chief Marketing Officer
- Chief Operating Officer
- Director
- President
- Managing Director
- Executive Director

## Mid-level Functional Managers

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Ideal for professionals who want to nurture a culture of innovation within their team or function; learn techniques for prototyping, designing and running experiments; and understand design thinking to deploy innovative solutions for their organisations. Representative roles include:

- Manager
- Senior Manager
- Head of Product
- Head of Finance
- Head of Marketing
- Head of Technology
- Head of Operations
- Senior Product Manager
- Product Strategy Manager

## Consultants

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Ideal for professional consultants who want to generate ideas for new products and services or new business models; learn proven methodologies for building innovation; and offer disruptive solutions for their clients. Representative roles include:

- Strategy Consultant
- Consultant
- Principal Consultant
- Senior Consultant
- Technology Consultant

## Entrepreneurs, Owners and Founders

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Ideal for those responsible for the success of a startup or business line who want to apply design thinking techniques to identify customer needs; improve their business by generating ideas for new products, services, and business models; and learn from innovators how to remain relevant and competitive in the face of disruption. Representative roles include:

- Founder
- Co-Founder
- Owner
- Chairman

## Do you

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- Worry about disruptive competitors?
- Want to drive change by building a culture of innovation?
- Need to equip your team to think more creatively?
- Want to learn to pivot to remain competitive?
- Seek a better understanding of your customers?
- Feel unsure how to take your ideas to the next level?

This program covers the full spectrum of design thinking concepts and techniques to ignite innovation and solve challenges at any organisation.

# Benefits of the programme

## Benefits to you

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- Work out why innovation is important to you and how design thinking can help you develop your personal creativity.
- Define your own innovation challenge and apply design thinking principles to solve it.
- Explore possible futures. Hone your innate creativity with design thinking techniques to unleash your bravery.
- Move your concept forward. Gain support from stakeholders by building the right plan.
- Use business experimentation and prototyping to turn your ideas into reality.

## Benefits to your organisation

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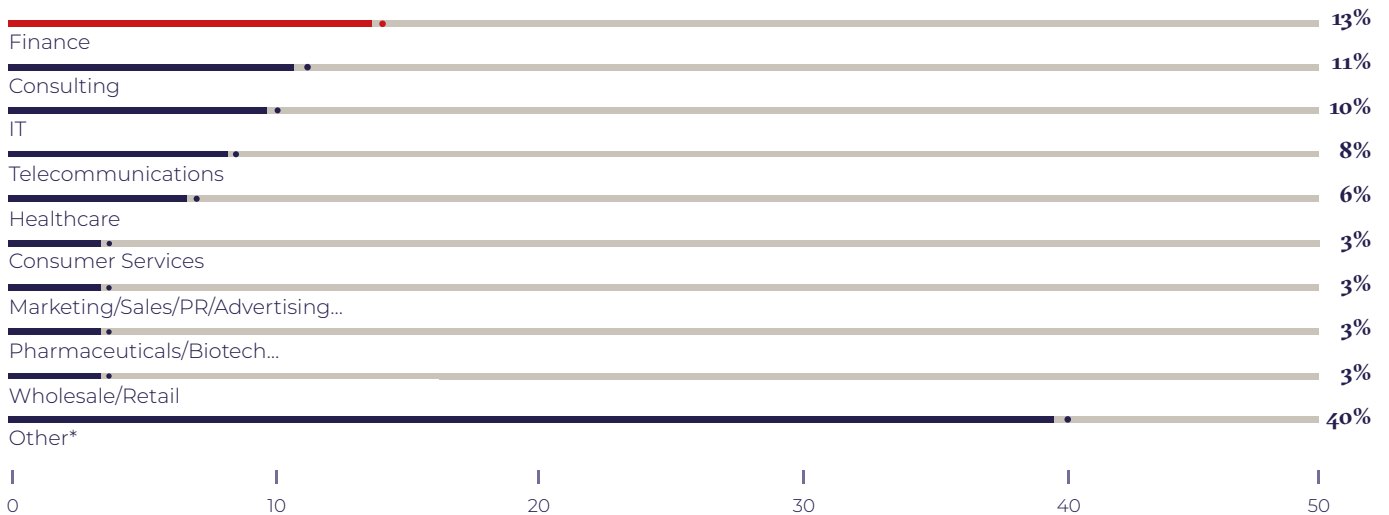
- Identify why innovation is important to your company and how design thinking can help you build a corporate culture that nurtures creativity.
- Up-to-the-minute research from our world-class faculty and regular feedback from learning coaches allows you to apply course content directly to your company's workplace challenge.
- Simultaneously exploit a whole new market while protecting your current one.
- Keep close to the pulse of all your customers — potential, new, and loyal.



# Who attends

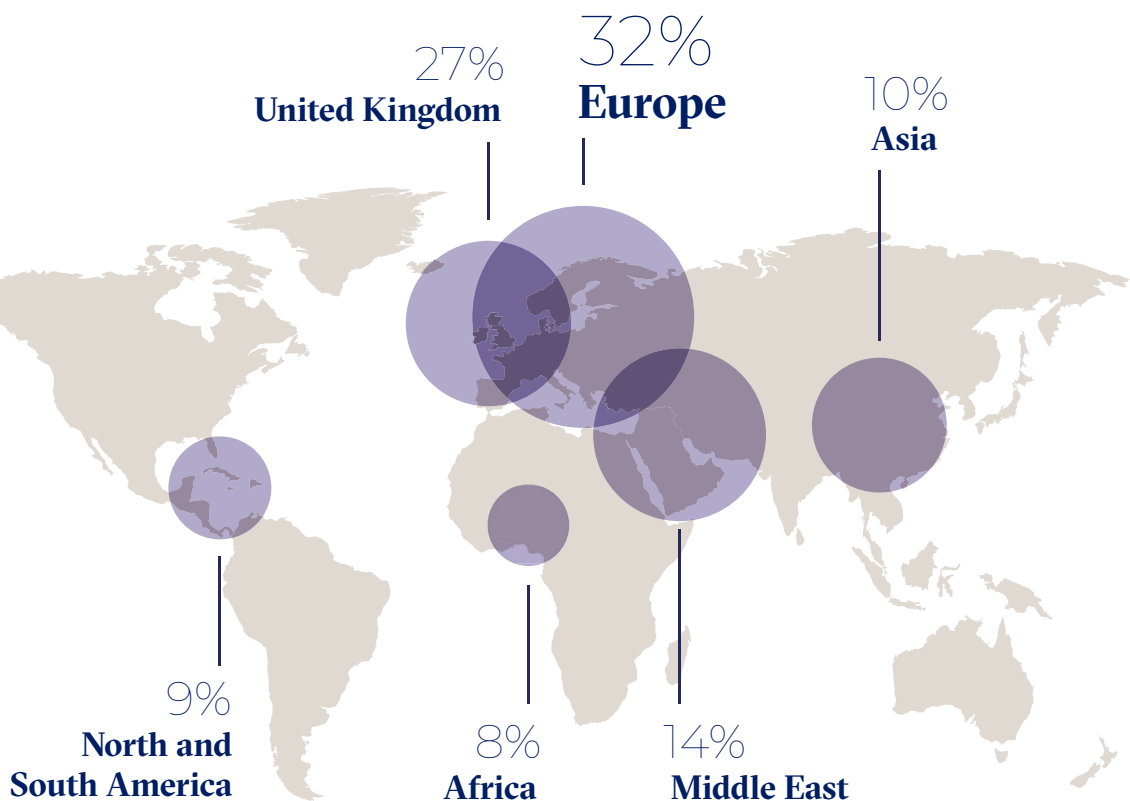
Transformative for professionals in any industry, this programme is designed for C-suite executives, managers, consultants, and entrepreneurs/intrapreneurs who want to apply proven frameworks to the process of business innovation and creativity.

## Representative industries include



\*Others include E-commerce, Energy, Fast Moving Consumer Goods, Industrial Goods, Real Estate and many more.

## Representative regions include





# A world expert on innovation and disruption



## Julian Birkinshaw

**Professor of Strategy and Entrepreneurship;  
Academic Director of the Institute of Innovation and Entrepreneurship;  
Deputy Dean (Executive Education)**

Learn from one of the globe's Top 50 thought leaders in the field of Management. Professor Birkinshaw is a prominent authority on disruption and renewal in established firms, consulting to top executives across the world. His combination of academic prowess and marketplace experience as an influential consultant and practitioner will give you unparalleled insight into the universe of innovation and disruption.

Professor Birkinshaw was ranked 46th in the 2017 Thinkers 50 list of the top global management thinkers. His main area of expertise is the strategy and organisation of large corporations, and specifically such issues as innovation, corporate entrepreneurship, strategic agility, and headquarters-subsidiary relationships.

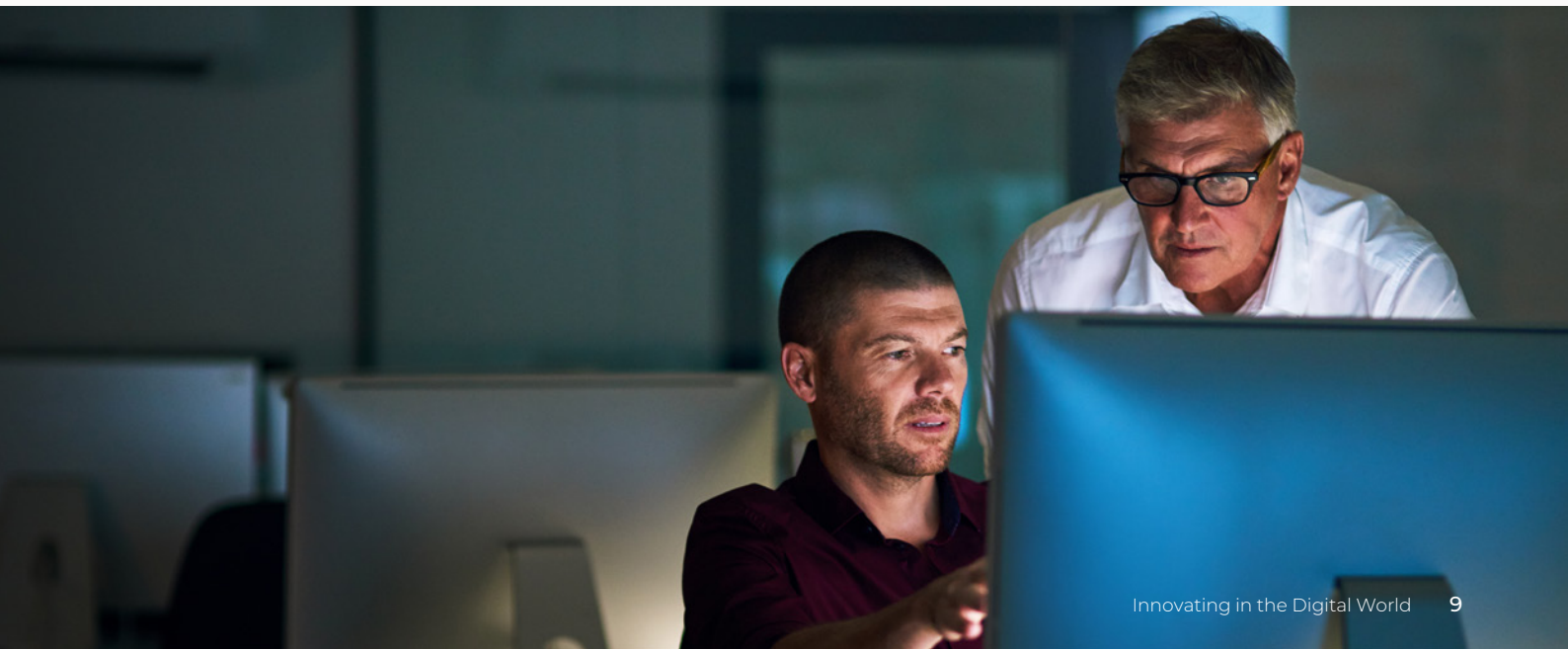
He is a fellow of the British Academy, the Academy of Social Sciences, and the Academy of International Business. He has been awarded honorary doctorate degrees by the Stockholm School of Economics (2009) and Copenhagen Business School (2018).

Professor Birkinshaw is the author of 15 books, including *Fast/Forward*, *Becoming a Better Boss*, *Reinventing Management*, and *Giant Steps in Management*. He is also the author of more than 90 articles in journals such as *Strategic Management Journal*, *Academy of Management Journal*, *Harvard Business Review*, and *Sloan Management Review*.

A frequent speaker at business conferences in the UK, Europe, North America and Australia, Professor Birkinshaw is regularly quoted in international media outlets, including CNN, the BBC, The Economist, The Wall Street Journal, Huffington Post, Bloomberg Businessweek, and The Times.

**“Embracing innovation and mastering new digital technologies is no longer seen as a competitive advantage for businesses, but a vital component for sustainability and existence.”**

**Professor Julian Birkinshaw**



# Guest speakers

In addition to the video lectures and webinars with Julian Birkinshaw, Professor of Strategy and Entrepreneurship, and LBS colleagues, you will gain invaluable insights from interviews with executives known for their innovative approach to business and strategic creativity.



**Nick Turner,**  
Managing Partner Stratforma



**Chris O'Brien,**  
Innovation Leader, Citi Ventures Citibank



**Jeremy Bassett,**  
CEO CO-CUBED (former head of Unilever Foundry)



**Guy Chambers,**  
Group Managing Director James Finlay Ltd. (part of the Swire Group)



**Molly Dobson,**  
Head of UK & Ireland Business Enterprise Amazon

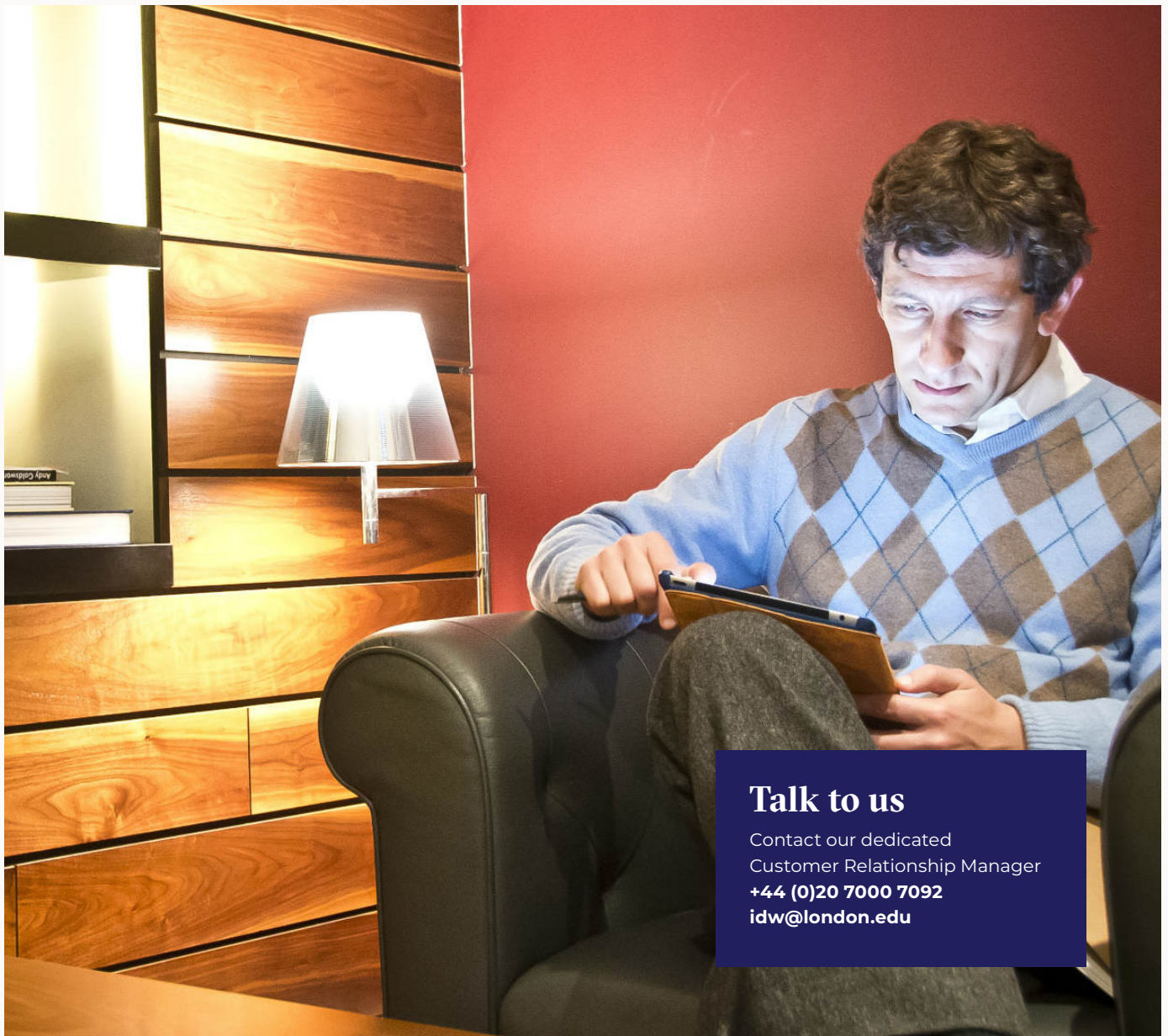


**Jon Smart,**  
Founder, Sooner, Safer, Happier (formerly Deloitte and Barclays)

# Certificate



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## Talk to us

Contact our dedicated  
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