



**IM<sup>3</sup>Prove**

**academy**

# Course: Design Thinking for Better Innovation Management

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## Objectives

- Gaining a clear understanding of the dimensions and success factors of design thinking and design-driven innovation management
- Gaining confidence in applying design-driven innovation techniques and tools in practice

## Content of the Course

- 5 dimensions of design-driven innovation management
- Design-driven innovation targets: What can and should be achieved by design-driven innovation efforts?
- Design-driven innovation teams: How to foster design-driven innovation within organisations and project teams?
- Design-driven innovation techniques and tools: Which techniques and tools can be used to operationalise design-driven innovation?
- Breakout sessions on observation, brainstorming, prototyping and testing
- Design-driven innovation transparency: How to measure design-driven innovation success?
- Break-out session: “Developing smart solutions”

## Target Groups

- (Innovation) managers, innovation management consultants, intermediaries supporting companies in developing their innovation management capabilities

## Pre-requisites

- This training course is suitable for any participant seeking to develop or enhance design-driven innovation management competencies. However, we recommend the basic training course “Introduction to Innovation Management Tools” which provides an overview on the key dimensions of innovation management before participating in this training course.

## Type of Course

- Highly interactive
- Combining theory and practical application

## Certification

The course is a relevant module for a potential certification to IMP³rove Senior Expert. For details, please consider the detailed information on certification on [www.improve-innovation.eu/our-services/training/certification/](http://www.improve-innovation.eu/our-services/training/certification/)

## Location

The training venue will be announced on the [IMP³rove website](http://IMP³rove website)

## Duration and Fees for the Course

- 2 days
- Fee for the course: € 1,800.00 per person (price is plus VAT and valid until further notice)

## Dates

See: [www.improve-innovation.eu/training-calendar/](http://www.improve-innovation.eu/training-calendar/)

## Registration

E-mail: [info@improve-innovation.com](mailto:info@improve-innovation.com)

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