Creative Designs

A progressive road map for a Design Thinker

DESIGN THINKING INSTITUTE

Why is it

"so important"?

Why / 1

Improving Company Culture

In todays rapidly changing business world, creative and collaborative corporate culture is becoming more crucial.

- Creative Confidence of Leaders
- Collaborative Thinking
- Co-Creation

Improving Design Process

The role and the approach of a facilitator focuses in three types of design activities

- Expedition Meetings within a Design Sprint
- Idea Generation Meetings within a Design Sprint
- Decision Taking Meetings within a Design Sprint

Watch the 3 minutes movie "işin sırrı"

Why / 2

Facilitation Skills are at becoming the most important requirements for the new world as World Economic Forum says;

Facilitators empowered with Design Thinking skills the new "change agents" of the business world. The program is designed to develop 9 Design Thinking skills :

- **MASTER OF EMPATHY**

  Empathy, Design Research, Synthesis
- **MASTER OF IDEATION**

  Creative Questioning, Ideation, Prototyping
- **MASTER OF IMPACT**

  Headlining, Story Telling, Rhetoric

Skillset development goes trough 4 successive steps of mastership.

- Practitioner
- Co-Designer
- Design Coach (Facilitator)
- Leader

See the full skill set & improvement plans

What are the components of the program?

What / 1

Advanced Trainings

In-Depth learning trainings are the essentials of the program.
Trainings are usually 2 to 5 days depending on your need.

- Facilitation Fundamentals
- Facilitation Process and Tools
- Advanced Topics
- Digital Facilitation Platforms

Two Challenges & Design Sprints

A real business challenge is the best learning environment for facilitator candidate.
We therefore encourage them to take their own cases as learning/doing targets.

Project Mentoring

A "Masters Program" shall deliver not only fundamental rules and definitions, but tactics and ways of moves. The real value for the program emerges with the mentoring sessions.
Mentoring session are weekly held personal meetings to prepare the candidate for the coming business activities.

- Tactic Discussions
- Help to use the fundamental Facilitation Tools
- Delivering advanced Facilitation Tools

ACTIVITIES

(All the above activities will be selected and planned upon the challenges)

Advanced Training

Challenge 1

Challenge 1

Advanced Trainings
Design Research Sessions
Empathy & Insights Process
Challenge Definition Sessions
Ideation Sessions
Prototyping Sessions
Testing Interview
Scenario Mapping
Decision Tools & Meetings

How the program will run?

How/ 1

Time Line

Phase 1 - Learning
- A collaborative assessment of the candidate and a mutual agreement of the training program
- Selecting training modules
- Delivering fundamentals (2-6 half days)

Phase 2 - Learning & Doing (challenge 1)
- Selection of the Business Challenge 1 as a **Practioner**.
- Mentoring Sessions for Challenge 1
- Delivering Masters Trainings (4 half days)
- Weekly mentoring Sessions (4 weeks) for the Challenge I

Phase 3 - Doing (challenge 2)
- Selection of the Business Challenge 2 as the **Facilitator/Design Coach**
- Mentoring Sessions for the Challenge 2
- Delivery and teaching advanced Facilitation Tools via mentoring sessions
- Mentoring sessions can optionally be extended for the coming months
- A final capability asessment and certification of Design-Coaches

See the full list of training sessions

How/ 2

Facilitation & Design Tools

The tool set we are using includes more the 30 Business Design & Facilitation Tools. Tools are divided into 4 skillset levels.

See the complete Tools list

Business Models

The models are the play boards of business design namely the main play ground of facilitator. Facilitators are being educated on the models as well learning to develop new ones.
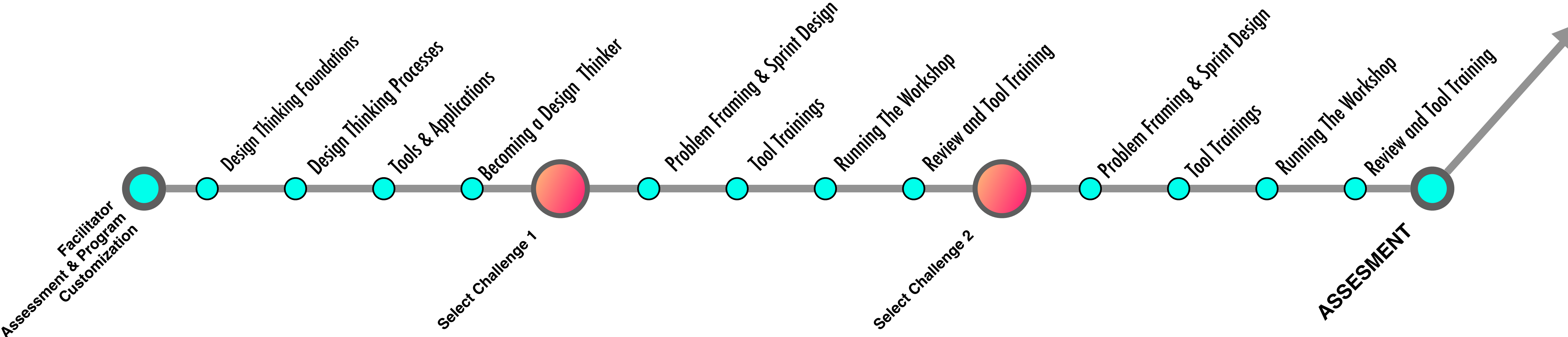
See the complete Business Model list

Digital Methodology

All the learning/doing sessions are held on digital platforms.
LearningLab and **Makers'Lab** are the platforms developed for the Design Thinking trainings, design projects and facilitation sessions. Both platforms are available for on-line sessions and face to face sessions as well.

See the running labs

Making & Learning Program

Facilitator
Assessment & Program
Customization

Design Thinking Foundations

Design Thinking Processes

Tools & Applications

Becoming a Design Thinker

Select Challenge 1

Problem Framing & Sprint Design

Tool Trainings

Running The Workshop

Review and Tool Training

Select Challenge 2

Problem Framing & Sprint Design

Tool Trainings

Running The Workshop

Review and Tool Training

ASSESMENT

Learning

PHASE 1

Learning & Doing

PHASE 2

Doing & Learning

PHASE 3

Pricing

Pricing for a team of 4+1

PHASE	OBJECTIVE	MODULES	TIME SPAN	COST (USD)	COST (TL)
Phase I	Learning Sessions	6 x ½ days	Estimated time is a month	$4.500	₺31.500
Phase II	Challenge 1 Resolution Sessions	4 x ½ days	Estimated time is a month	$3.500	₺24.500
Phase III	Challenge 2 Resolution Sessions	4 x ½ days	Estimated time is a month	$3.500	₺24.500
Phase ..n	In the case needed, training & mentoring services will be extended with a period of 6 months	2 mentoring & training sessions (½ day each) per month for four person. This service does not include workshop supports	$2.000 (5 Person/ Month)	

PHASE		PLATFORM	ACTIVITY		EFFORT
PHASE 1 LEARNING	*An applied Design Thinking training.* *DT101*	LearningLab	**DESIGN THINKING FOUNDATION**		½ Day Three sessions
		LearningLab	**DESIGN THINKING PROCESSES**		½ Day Three sessions
		LearningLab	**DESIGN THINKING TOOLS**		½ Day Three sessions
		LearningLab	**BECOMING A DESIGN THINKER**		½ Day Three sessions
		Makers'Lab	**MAKERS'LAB SETUP**		A day
PHASE 2 LEARNING & DOING	*Taking a challenge and facilitating the solution as an assistant facilitator*	Makers'Lab	**CHALLENGE 1**	• Challenge selection rules • Problem framing • Sprint design	½ Day Three sessions
		Makers'Lab	**TOOLS**	• How to selecting the appropriate tools • Learning how to use & Tool preparations • Boards preparations	½ Day Three sessions
		Makers'Lab	**BASIC SPRINT**	• Building The Hypothesis • Rehearsals, Tips & Tricks • Early Findings and Final Setups	½ Day Three sessions
		Makers'Lab	**FINAL WORKSHOP**	• Running a sprint/workshop. • Candidate is the main facilitator • Tutor acts as assistant	½ Day Three sessions
PHASE 3 DOING & LEARNING	*Taking a challenge and facilitating it as a design coach*	Makers'Lab	**CHALLENGE 2**	• Challenge selection rules • Problem framing • Sprint design	½ Day Three sessions
		Makers'Lab	**ADVANCED TOOLS**	• How to selecting the appropriate tools • Learning how to use & Tool preparations • Boards preparations	½ Day Three sessions
		Makers'Lab	**ADVANCED SPRINT**	• Building The Hypothesis • Rehearsals, Tips & Tricks • Early Findings and Final Setups	½ Day Three sessions
		Makers'Lab	**FINAL WORKSHOP**	• Running a sprint/workshop. • Candidate is the main facilitator • Tutor acts as assistant	½ Day Three sessions

Who will be delivering the sessions?

Who/ 1

Premium Facilitation

Premium Facilitation skills are a matter of experience and advanced tool usage. Tutors are highly experienced facilitators wit a minimum 100 Premium Facilitation sessions behind.

In Depth Business Knowledge

A diverse business & technology back ground is essential for the Masters Program tutors. The candidates will be educated & mentored by a group of tutors with a minion 20 years of executive level of management of the related areas.

Artful Thinking

Rhetoric and Visual arts are the main pathways of new worlds facilitation techniques. Related Program Tutors are professionals from the related art disciplines with vast experiences.

Fatih Sönmez   Didem Güldür   Ahmet Güven   Sinan Ecer   Gültekin Güldür

MAKERS' LAB

A BUSINESS DESIGN & INNOVATION PLATFORM

Online Design Tools

All the activities will be held online by making use of Design Thinking Tools.

Makers'Lab carries more then 30 digital tools you can rely on tru your design process.

Learning to manage Design Projects by **doing**
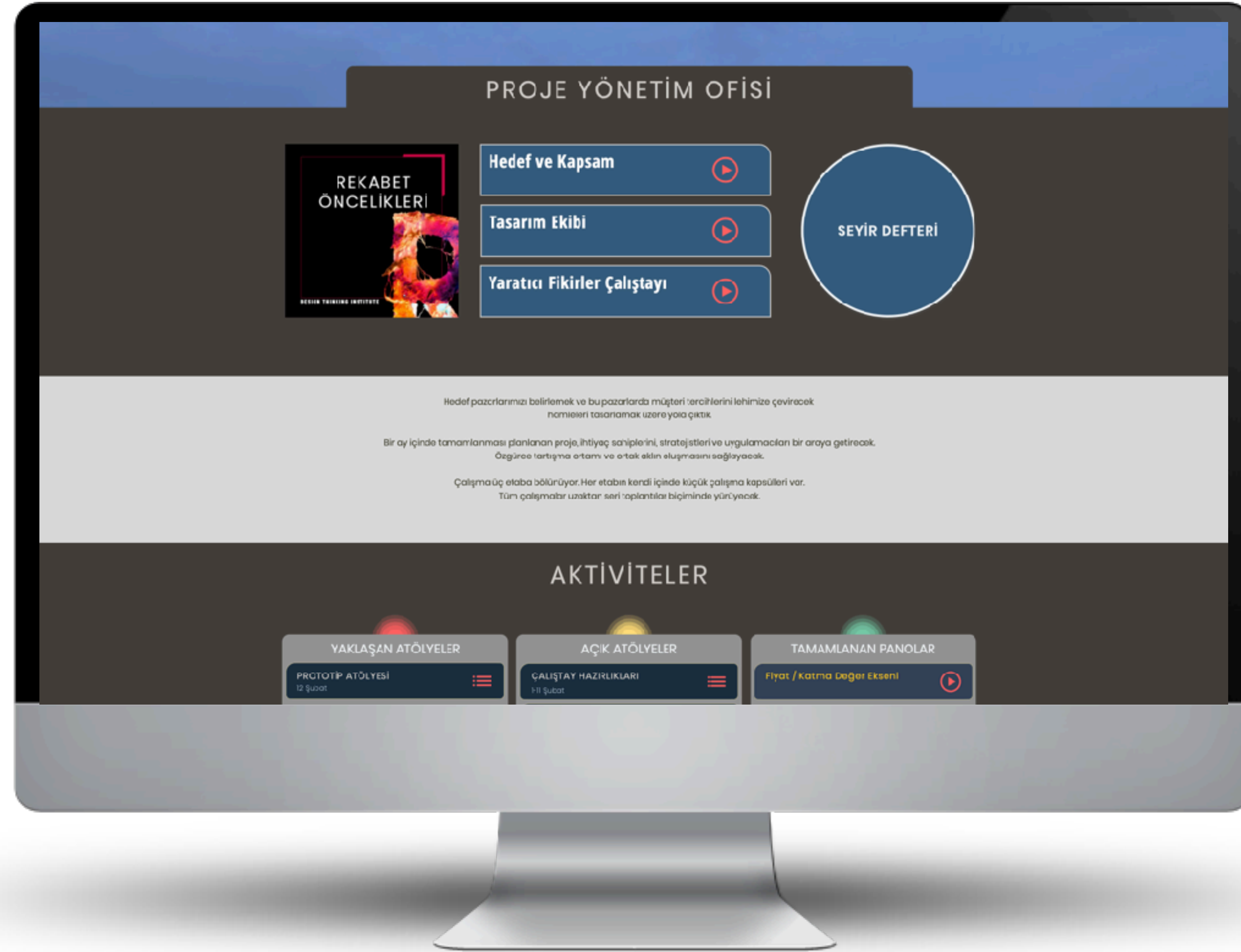
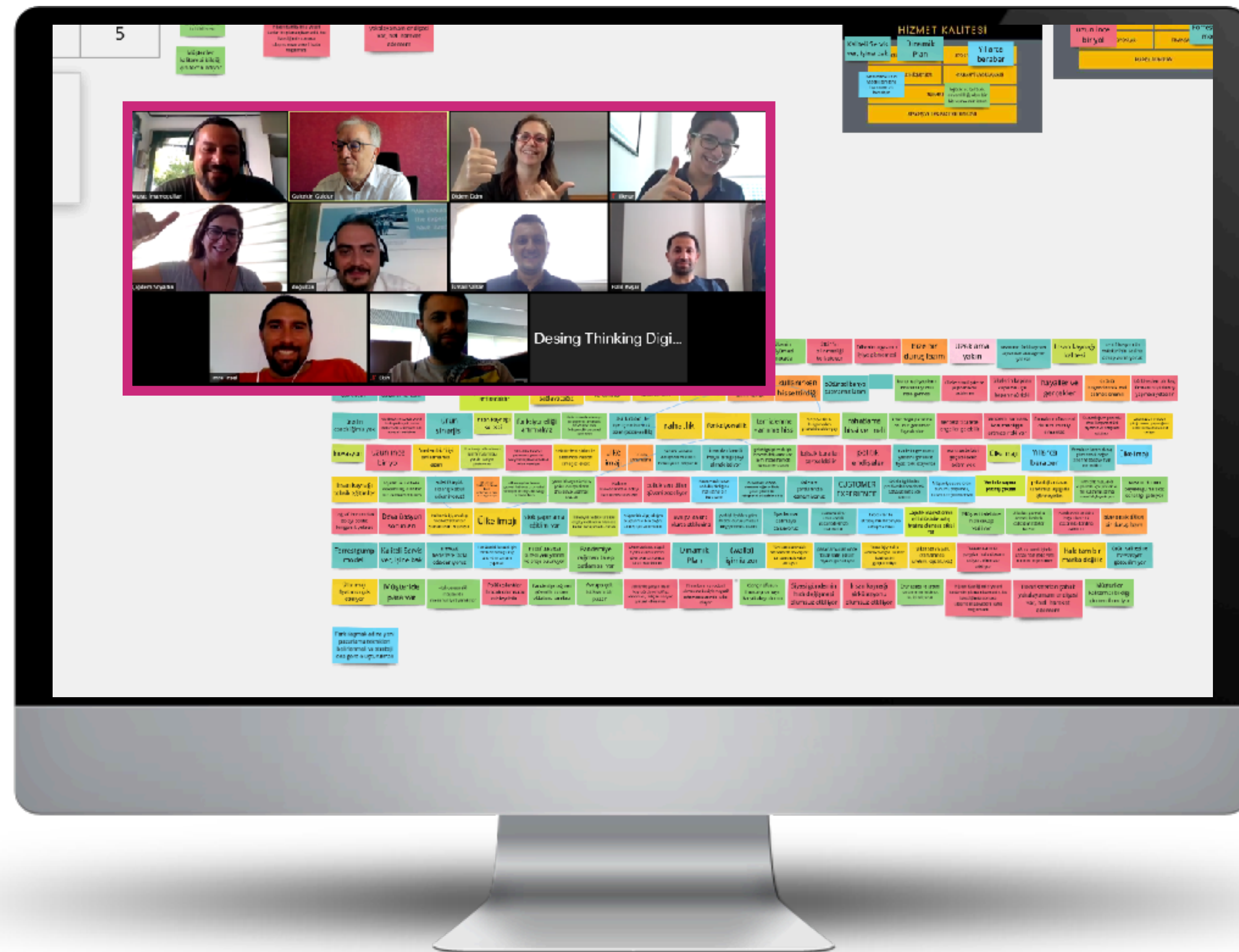# Workshops for your **Business Design** needs
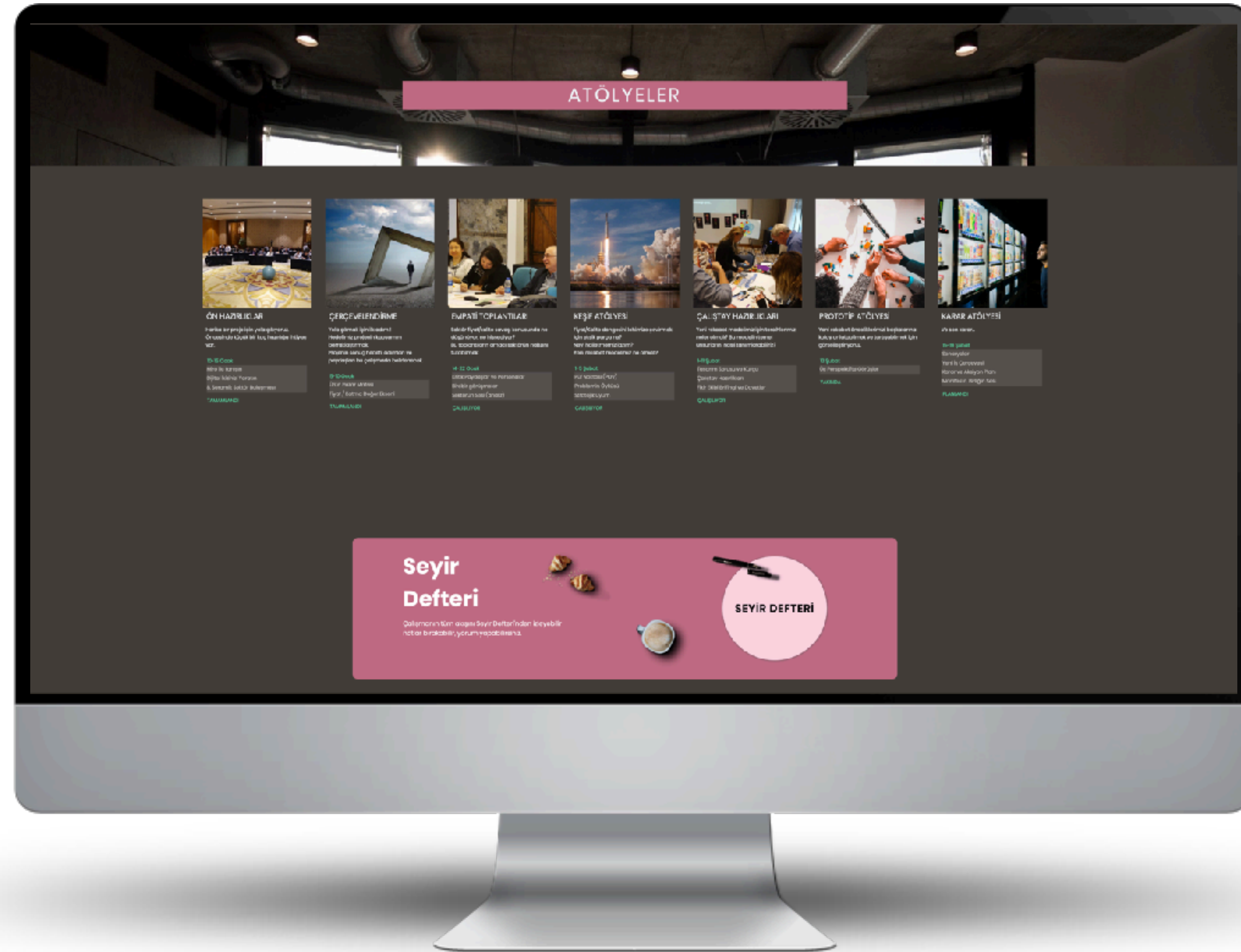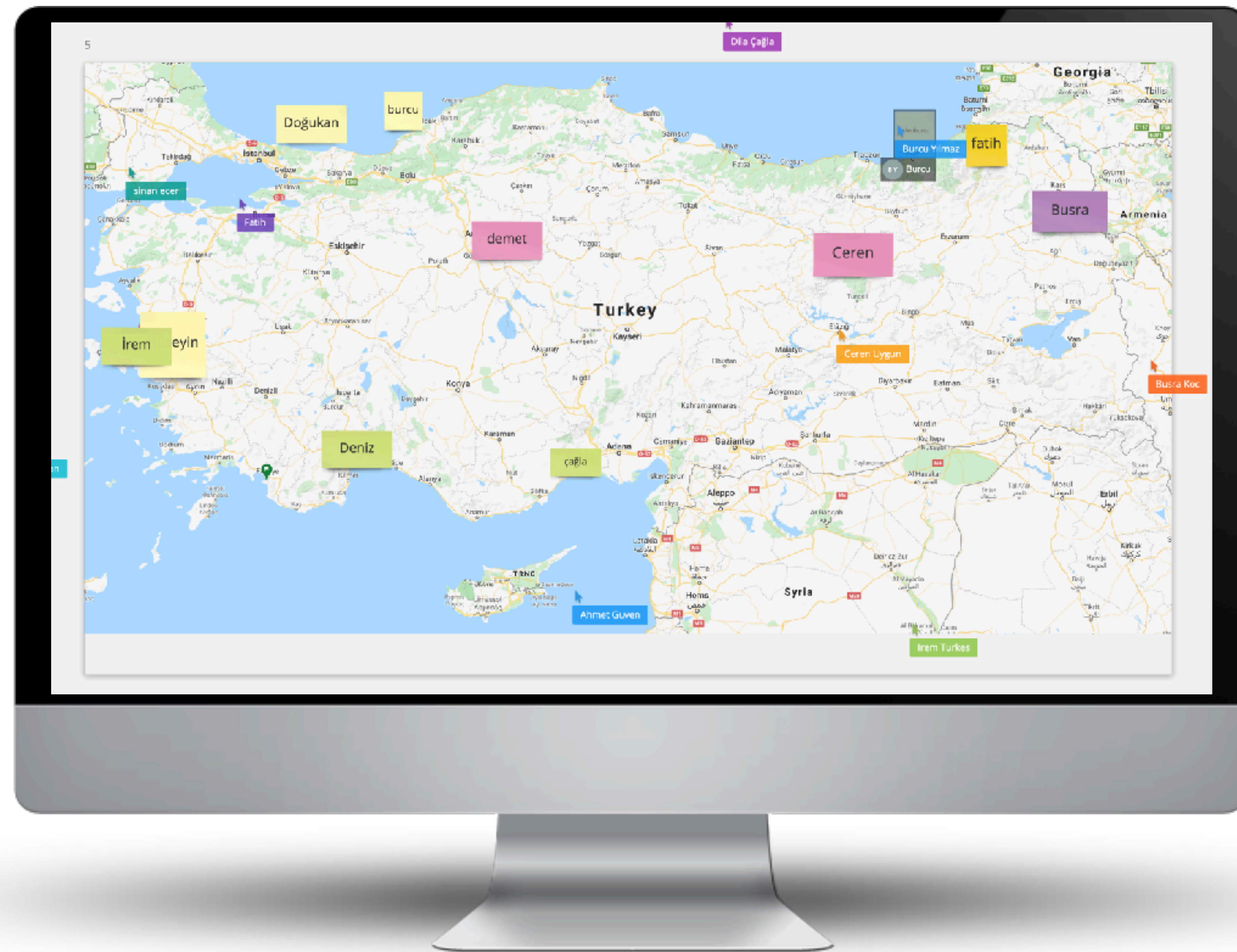
Human Centric Design **@theheart** of the system
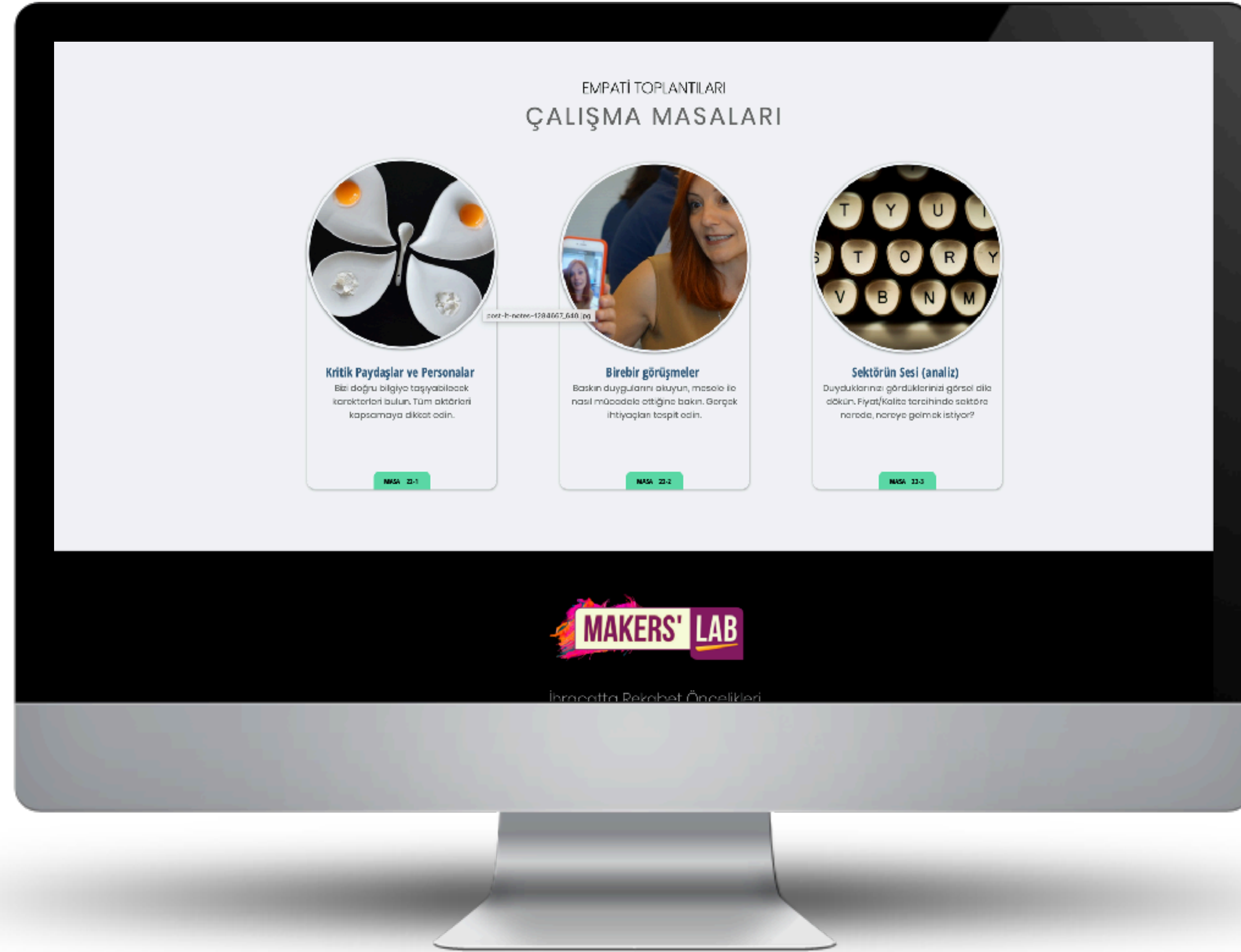
What ever cloud computing is capable of

Integrations with more then 20 communication, project management, collaboration & design platforms.
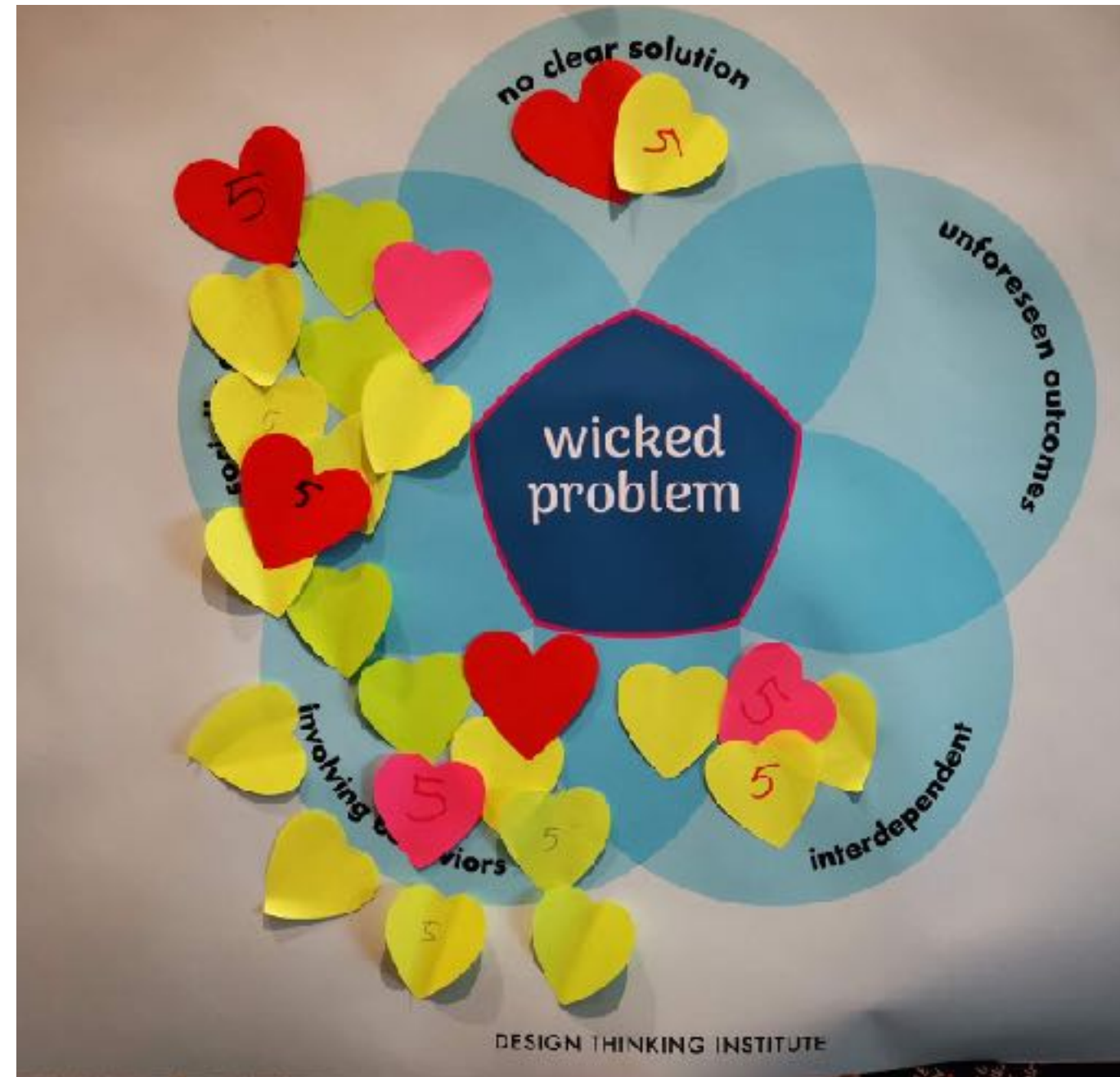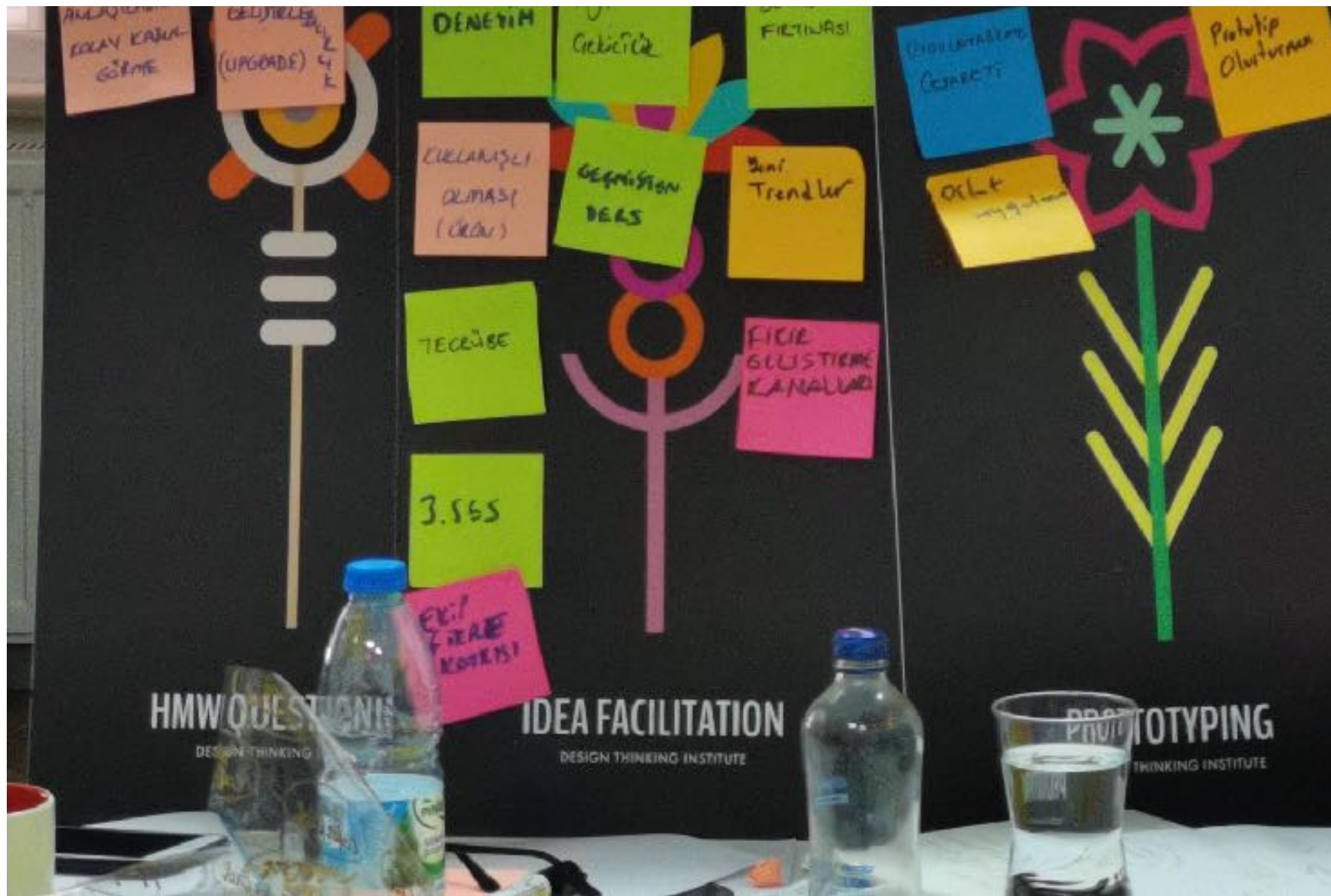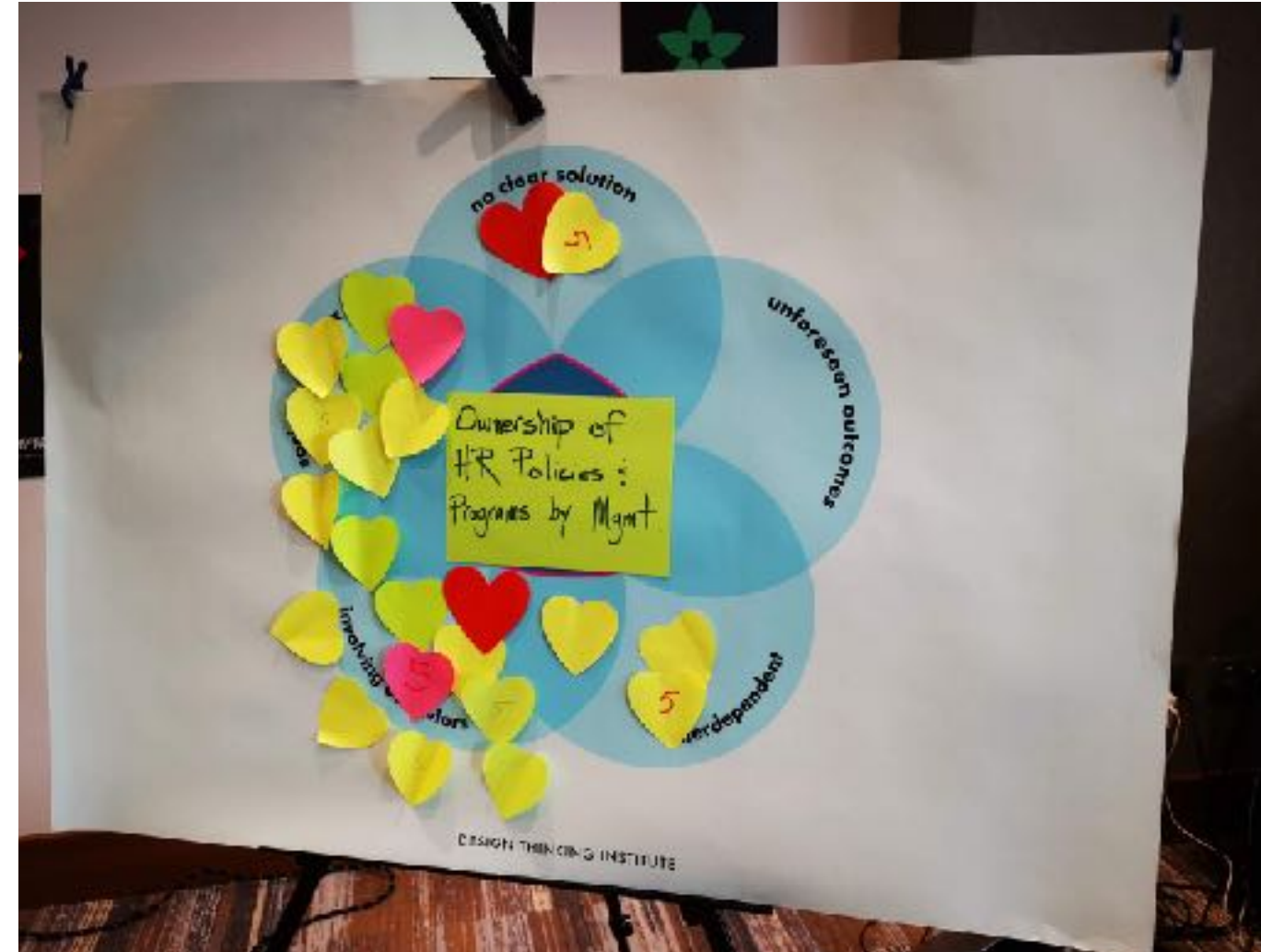
Doesn't matter where & when

Asynchronous meeting/workshop feature **WHENEVER** is the most advanced approach in on-line collaborative design process

Team mates can work on the same subject at their own convenient time intervals as if they are working at the same time all together.
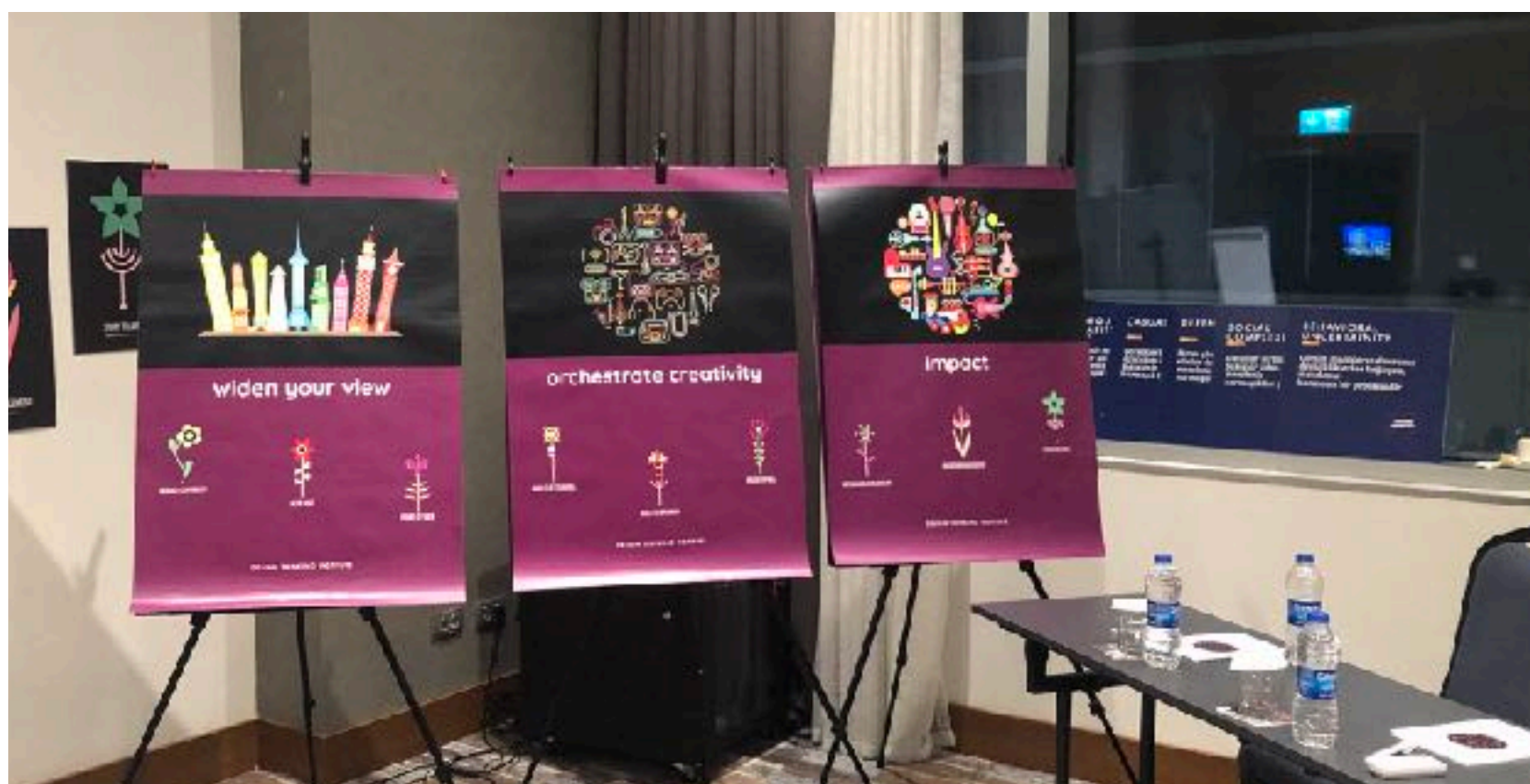
Problem De-Compositions

Each smart
move
deserves a
brilliant idea

DESIGN THINKING INSTITUTE

MAKERS' LAB

cretiveconfidence