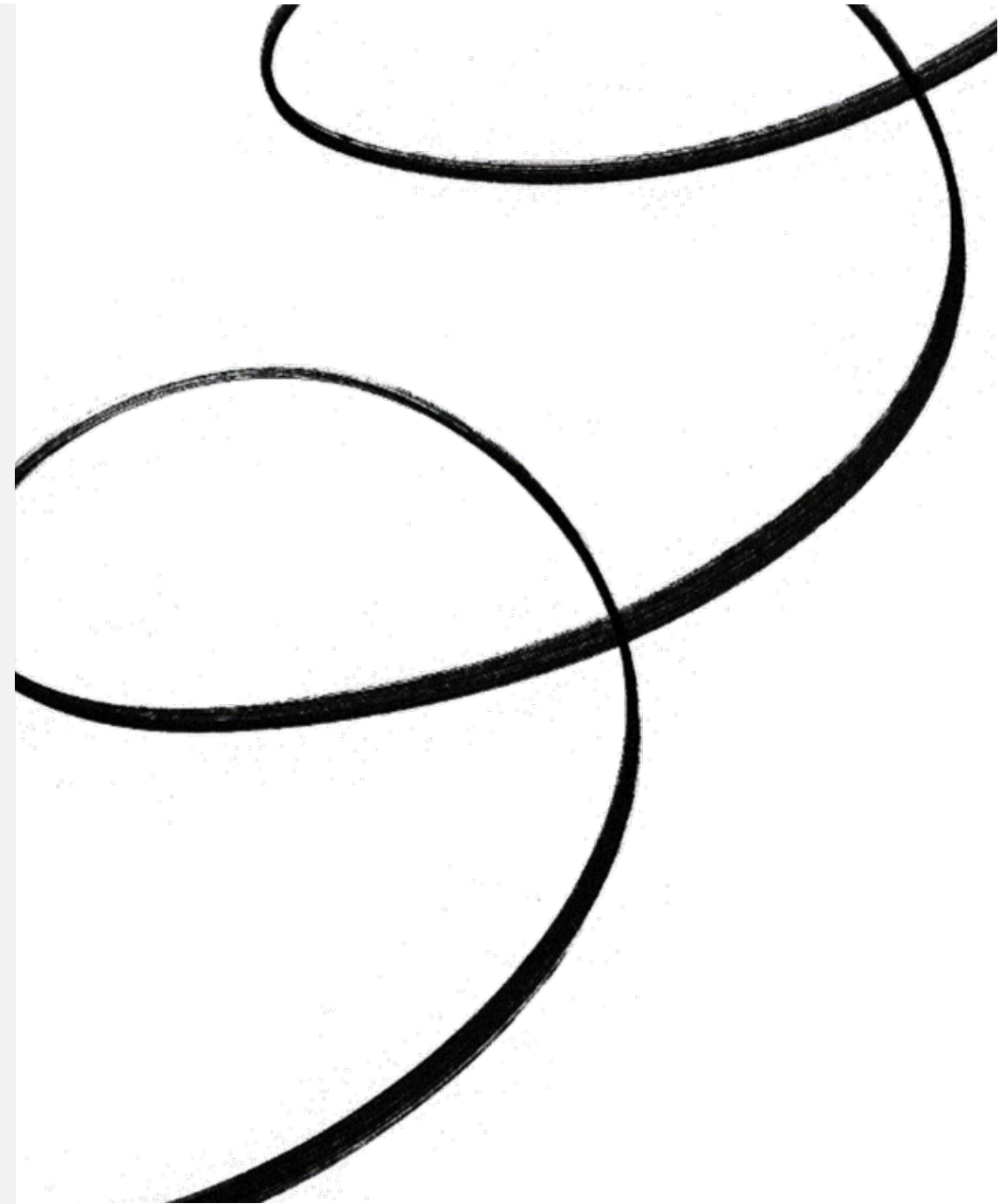




Integrated
Consulting
Group

Design Thinking



Design Thinking | Day 1

- 01 / Welcome, Intro, Agenda
- 02 / Check-in questions
- 03 / What is Design Thinking?
- 04 / Design Thinking process
- 05 / Ingredients for Innovation



Break

- 06 / Understand & Challenge intro
- 07 / Persona



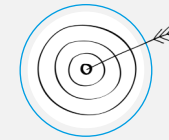
Lunch-Break

- 07 / Empathize & Empathy map
- 07 / Empathic interviews



Break

- 08 / Define & How Might We
- 09 / Feedback & Closing



Understand **Design Thinking: what is it?**
Learn **Design Thinking process & mindset**
(practice the methodology on a simplified project)



Participants: 4 - 12 Persons
Open participation



Design Thinking | Day 2

- 01 / Welcome, Recap Day 1
- 02 / Ideation and Creativity tools
- 03 / Selection of Ideas



Break

- 04 / Prototyping



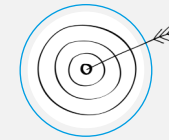
Lunch-Break

- 05 / Prototype Testing
- 06 / Type of Design Thinking projects



Break

- 07 / Rapid Innovation teams
- 08 / Innovation Culture
- 09 / Quiz, Feedback & Closing



Understand & experiment **Design Thinking tools**
Learn **how to organise** a Design Thinking project



Participants: 4 - 12 Persons
Open participation



About ICG

A short glimpse in our professional life, in our beliefs and values



About ICG

We work with a special consulting approach that combines change management, organizational design and business aspects in a “state-of-the-art” way.

Supporting transformation processes means for us also the professional design of change communication including large group events as well as learning formats.

Our ICG team consists of 140 consultants from 12 countries and therefore has know-how and experience from different cultures.



We support companies of all sectors – corporations, medium-sized companies, public-sector companies – and know each of the specific features.

Our team exclusively consists of very experienced change management professionals who are fully committed to the cause and create development based on partnership.

We are “hands-on” consultants, impact is more important to us than concepts.