

Sustainable Design bootcamp - Corporate



Live



2 days – 9:00 to 17:30



Trainer led online

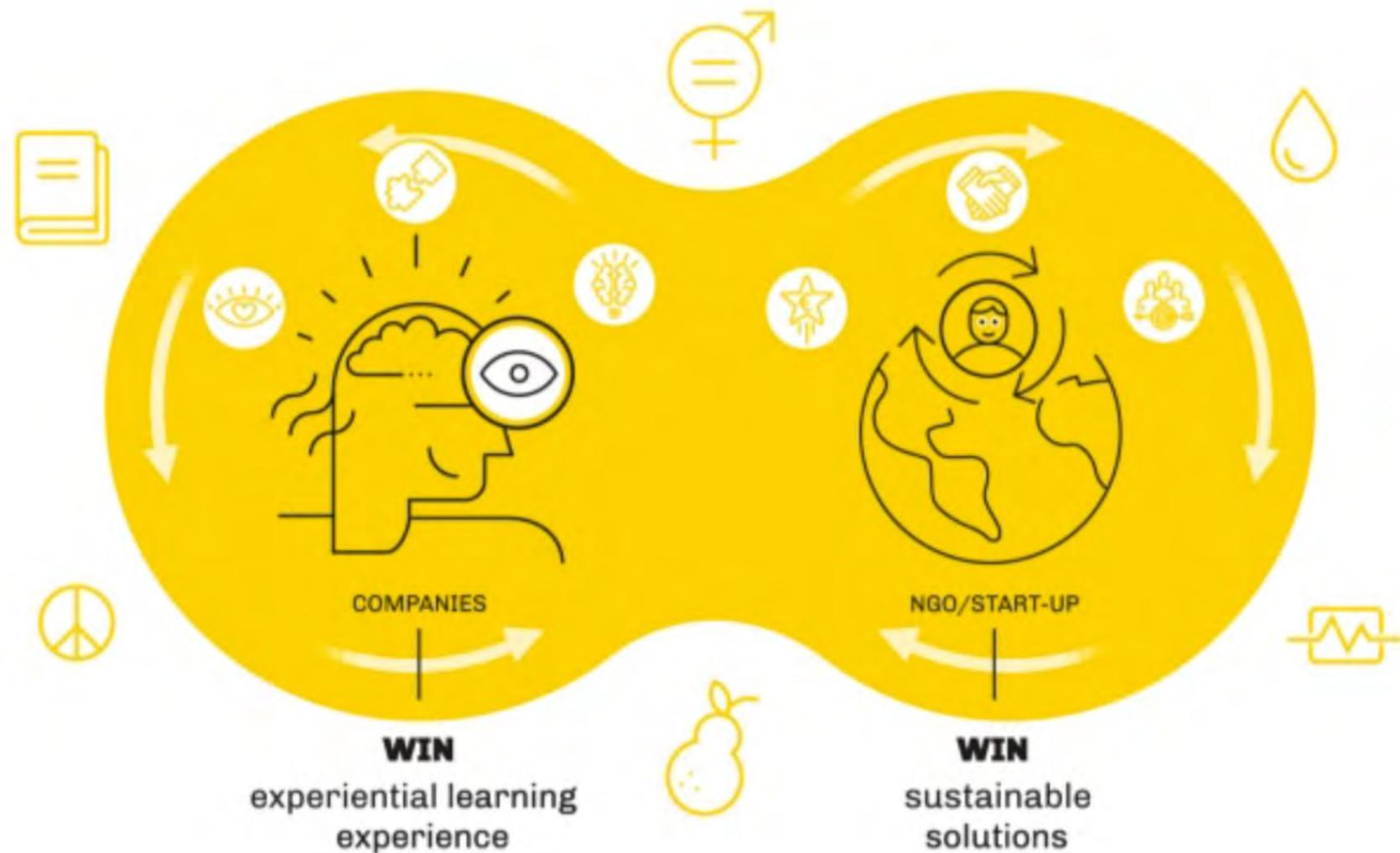


4 days – 12:00 to 14:00

D+THINKING

POSITIVE GROWTH BY HUMAN

Develop the soft skills of employees
while helping an NGO or startup
contributing to the sustainable development goals of the United Nations.



SUSTAINABLE DEVELOPMENT GOALS



In 4 sessions of 2 hours online or in 2 days live, the employees form teams and solve wicked problems of NGOs or societal startups related to the 17 UN sustainable development goals. They follow the process of one full iteration of the sustainable design thinking sprint. They deliver their tested prototypes and pitch their ideas to those beneficiaries.



Audience

Any organization can apply to such a program. We intend to break silos between departments and/or organizations by mixing them to create multidisciplinary teams. The more diverse the teams are, the better the experience is, the more creative they become potentially to solve wicked challenges.



Objective

- Understand the Design Thinking, circular design, systemic & brand design mindset in sprint mode in a team setting.
- Acquire an effective user-centric innovation methodology to quickly evaluate and validate products. Learn by doing the process and its tools.
- Experience a collaborative and agile work culture based on empathy, prototyping / testing and iteration in a team.

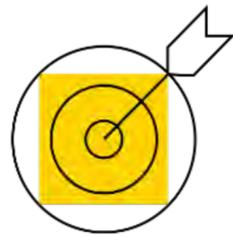
It is skills sponsorship combining purposeful sustainable innovation & employees' upskilling. They become certified sustainable designer.



The journey

The sustainable designer is a key rôle in innovation and in transformation. They come from different functions. They bring these user & planete centricities in the systainable design thinking, business model, brand design ou UX design sprints. The design team delivers a value proposition validated with the users and taking into account the stakeholders & the planet.





Benefits for the organizations

Soft skills development

- It is a unique experiential learning experience for employees to develop in a real context the key soft skills identified by the world economic forum: user centricity, active listening, empathy, emergent thinking, creativity, collaboration.

Experience of the design team

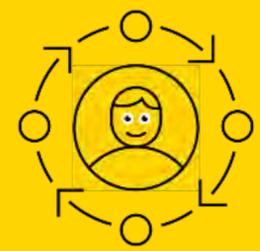
- They experience the design team: self organized, user centric, continuous improvement. Such cohesive team is the only element of success to deliver meaningful results. As a team they will work on: establishing trust, engaging in productive conflicts, committing themselves, being accountable as a team, getting the work done in a constrained time.

Purpose & sustainable design

- Getting themselves involved in solving a wicked issue for a NGO or a societal startup, the employees align themselves to its purpose and practice the sustainable design sprint to deliver a prototype to this beneficiary. They will be capable to replicate such sprint in their work environment. They become certified sustainable designer with a digital certificate.

Training, Corporate Social Responsibility & employer branding

- Your company upskills employees with a meaningful leadership training while it meets your requirements for Corporate Social Responsibility. Such bootcamp can be tuned to your special needs and/or embedded in a more holistic leadership program. Your employer brand emerges as a result of the exposure on social networks you choose.



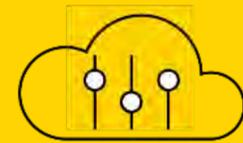
User centricity



Active listening



Empathy



Adaptive thinking

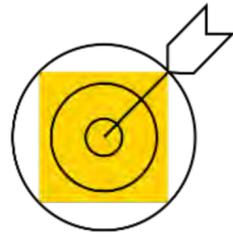


Creativity



Collaboration

Developed competencies



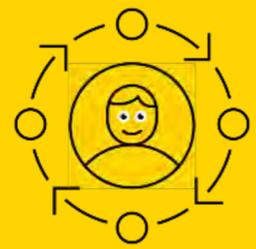
Benefits for NOGs / startups

New perspectives for their wicked challenge

- Corporate employees work on their wicked challenge and come up with actionable solution with some new perspectives.
- It is skills sponsorship.

Better visibility of their purpose

- The ONG or societal startup gets more visibility to a larger network. It can help on the middle term.



User centrality



Active listening



Empathy



Adaptive thinking

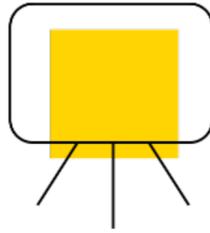


Creativity



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What you learn

Our workshops are designed to maximize the most useful learnings with our most experienced trainers. Such sustainable design bootcamp is designed to develop the soft skills of employees & to deliver actionable solutions to the NGOs or startups.

We develop sprints and tools that you can easily replicate and use after the workshop.

Pre session

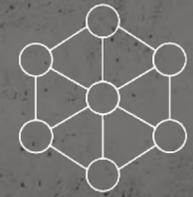
Get ready

The participants get to know the NGO or the startup: its purpose & the wicked challenge. They are also fed with some theory about design thinking, circular design, systemic design & brand design. So they can hit the ground running when the bootcamp starts.

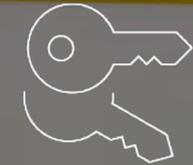
Session 1

Empathize

The teams do their check in to start collaborating autonomously with the support of sprint facilitators. They prepare their interview guide and practice the interview techniques. In between session #1 & #2, the team members interview a few stakeholders & users (1H).



Peers



Competencies



Tools

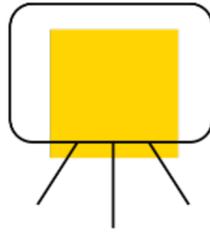


Documentation



Certificate

What you get



What you learn

Session 2

Brainstorm

The teams share their insights and define the needs of the users. They brainstorm & select potential solutions.

Session 3

Protoype & test

The teams prototype, test & share the feedback received. They iterate. They prepare their pitch between sessions #3 & #4.

Session 4

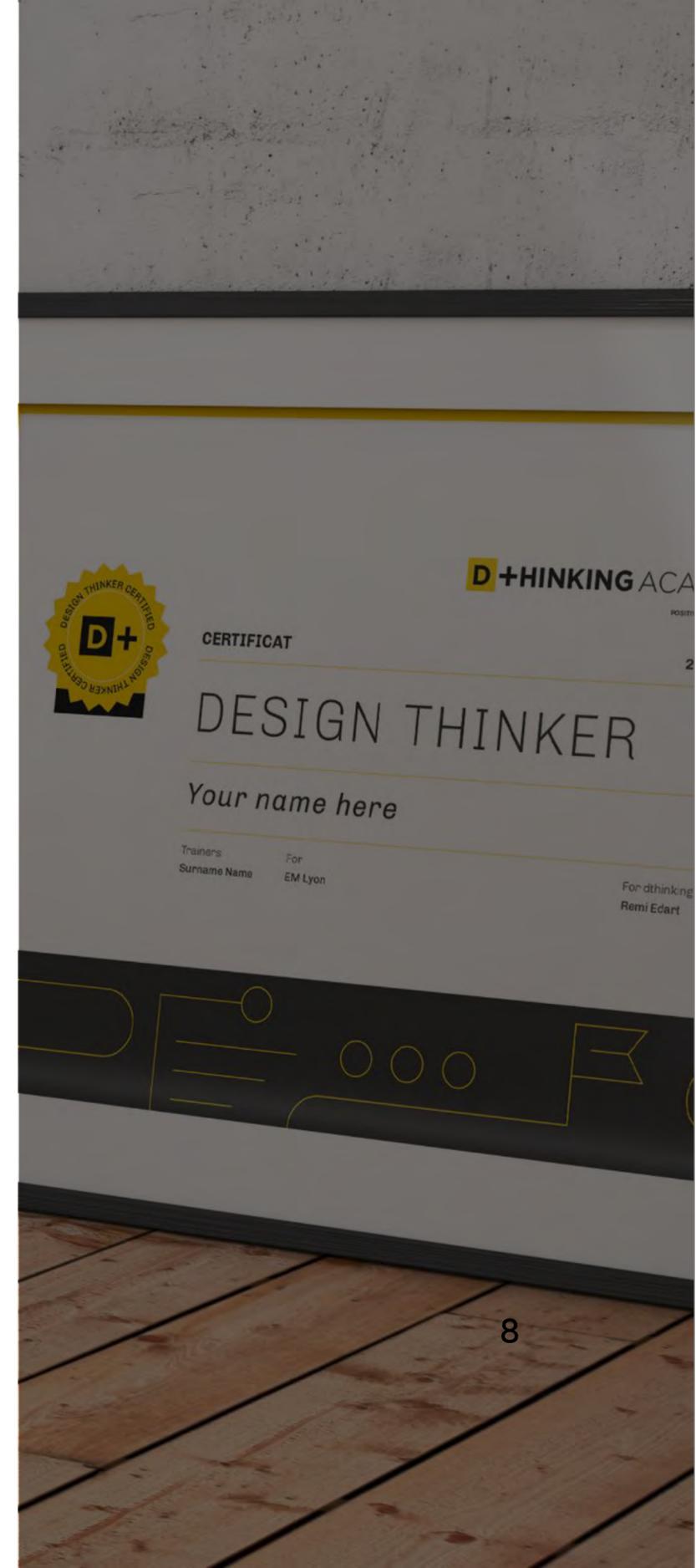
Pitch

The teams pitch their solution. The jury and the participants select the winning solution. The teams check out and, then, debrief in plenary.

Post session

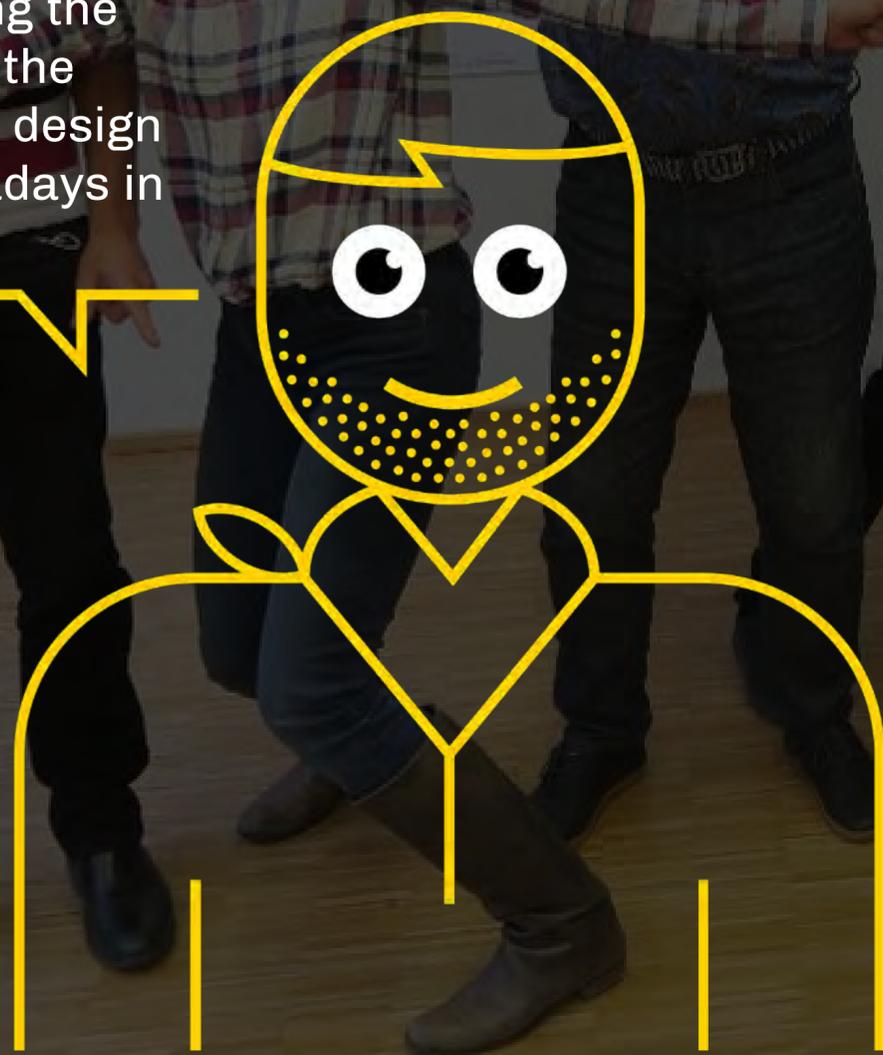
Follow-up

Within 2 weeks, the participant and a sprint faciliator discuss in 1 to 1 (45min) the key learnings and how to implement them in the participant's daily practice. They receive in the next 3 months 3 videos how to use such sustainable design sprint.



L'expérience des apprenants !

I have been experimenting the mindset, the method and the tools of such sustainable design sprint. I replicate it nowadays in my projects.



POSITIVE GROWTH BY HUMAN

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I better understand what mean those user & planet centricities. I perceive the challenge to embed empathy and iteration in my organisation.

