

**Academiau Dysgu
Dwys Cymru**

Intensive Learning
Academies Wales

Bwrdd Partneriaeth
Ranbarthol Powys

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Powys Regional
Partnership Board

Health and
Social Care

**University of
South Wales
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Design Thinking for Human Centred Innovation



Design Thinking for Human Centred Innovation

USW is hosting a series of half-day Bootcamps on Design Thinking and a Human Centred approach to innovation.

A bootcamp! It's more than a workshop, right!

There is a distinct intention to support action here, through building your capacity to participate in, and your confidence to lead innovation initiatives in your organisation. The sessions are online over a half-day, and as much as possible aim to personalise the learning within your own 'jobs-to-be-done' and objectives. As such, it's not to just about having a good time and meeting some interesting people (although we hope you do), but also how the subject matter resonates with your role and aims

Academic underpinning

The sessions are delivered by Philip Harfield, Senior Lecturer In Design Thinking & Innovation, and the Course Leader for the Masters programme in Design Innovation at USW. Philip is a long-standing advocate, or as he says 'professional encourager' for design-led innovation, who has spent the last 20 years immersed in international eco-innovation research, initiating sustainable business programmes and teaching creative practice.

Who should come?

All are welcome as the bootcamps have no requirement for prior knowledge. So you don't have to be from a design background, in fact problem solving thrives on interdisciplinary thinking from diverse perspectives! You can just dip your toes in, as each session acts as a stand-alone 'module', or dive-in for the full programme. The four modules are complimentary, in that they have been designed to guide progression towards applying what you learn, and to kick-start a live project.

Optional extras

You can stretch what you learn beyond the bootcamp and register to undertake an additional assignment with an associated 10 Academic Credits. This is in the form of a written submission on the real-world application of the theory and methods introduced in the bootcamp. The assignments require a 100 notional hours of learning time, supported by academic tutorials.

Delivery through online platform

You will get access to a design thinking workspace, which is your online place to record your pathway to innovation. A place to collaborate, where you can visualise your thinking, develop concepts and allow knowledge and ideas to be exchanged beyond the bootcamp.

The key things we will cover in each of the four sessions:

BOOTCAMP 1

Design thinking and innovations in problem solving

As the last 18 months has put into sharp focus, there is a world full of organisational challenges, which are entwined with systemic social considerations! Exploring our perspective means framing how we might act and be better prepared for tackling them in the future. More importantly seeing these challenges as a positive force, an opportunity to, 'by-design', innovate our products, services and business models.

In this bootcamp we explore empathy, need finding and human centeredness as a way to provide focus on 'real' challenges, which have meaning for our customers and stakeholders. We will introduce tools for divergent and convergent thinking, which check our assumptions, visualise our ideas and support the translation insights into appropriate solutions.



BOOK HERE



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BOOTCAMP 2

Designing Business Futures

We would all like to anticipate the next big thing, future shocks and any obstacles we might face. This is the essence of what a strategically astute business or organisation should be.

In this bootcamp we will introduce tools for gathering intelligence about the future and exploring the dynamics of change. In doing so we will ask, is futures thinking a viable approach to inform strategy? How do design tools and methods support meaningful interpretation? How can they be applied to our real-world activities?

BOOTCAMP 3

Human-centred and responsible organisations

How businesses and organisations are perceived by the people they serve, cuts across all aspects of 'doing-business'. Thinking which goes beyond the management of acceptability and desirability, considers organisational-level social responsibility.

In this bootcamp we will explore how innovation cultures can engage staff and customers alike, and add value through embracing shared values. We will see how design offers opportunities for organisations to 'redefine success', through being responsive to environmental and social innovation drivers, and explore approaches for responsible organisations to drive buy-in through creative campaigns.

BOOTCAMP 4

Initiating collaborative innovation

The challenge we seek to solve will likely exist across multiple contexts and involve others who perhaps have conflicting perspectives to our own.

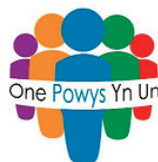
In this bootcamp we aim to make the theory a reality, through engaging the actors implicated in our challenges and defining the actions required to initiate an innovation initiative. We will design prompts and provocations to engage these diverse audiences and think creatively about how to communicate our innovation proposals.



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