

MINOR

---

# INNOVATION & DESIGN THINKING

## Design Thinking

### SPEAKERS :



**Emmanuel Lançon**

*Facilitator and expert in Design Thinking, win win win*

 [emmanuel.lancon@gmail.com](mailto:emmanuel.lancon@gmail.com)

### WORKING LOAD:

8 hours in 2 sessions (Thursday morning)

### OBJECTIVES:

The digital economy, open-source, and the opening of services markets to competition require companies to innovate constantly in order to capture and retain their customers. Consumers now able to switch providers with the click of a button have taken power over the consumption of goods and services. If new technologies make it possible to offer increasingly sophisticated and personalized services, the competitive advantage of a company today depends more and more on a detailed understanding of the needs of its customers.

**Design Thinking** is a customer-centric method of innovation. Introduced by the Californian company IDEO in the middle of the twentieth century, this method has since spread widely to businesses, government agencies, or non-profit associations to offer products or services to its customers, users, or social domain.

It has influenced problem management and project management practices but also introduced new ways of working and collaborating, which are essential for students preparing to join an innovative company or to become entrepreneurs themselves.

This course describes the Design Thinking method, which can be broken down into distinct phases, and instills this new collaborative and innovative state of mind through teaching focused on immediate practice.

## **PREREQUISITE:**

This course does not require any prerequisites. Whatever your level of awareness, your level of involvement in actions, you are all super welcome! 😊

## **COURSE / CONTENT :**

### **Knowledge**

- Apply an innovative and user-centric know-how.
- Knowing how to exploit the innovation market opportunities they offer.
- Knowing how to organize and manage a Design Thinking workshop.

### **Skills**

- Mastering design thinking process.
- Solve problems and propose.
- Managing resources and skills in an agile and innovative environment
- Mastering creativity management