MCE

MCE Week: Design Thinking & Collaborative Leadership Skills

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Get the key skills you need to generate new business solutions, energize your team and bring out the best in your direct reports.

Highlights

- Learn how to develop and use a repeatable process to drive rapid innovation in your organization
- Describe the Principles of Collaborative Leadership
- Promote a Climate for Effective Collaboration

Key Competences

- Design and analytical thinking
- Driving change and innovation
- Adapting a flexible mind-set
- Creating practical solutions
- Mapping key stakeholders
- Presenting your ideas

The Right Programme for You

Managers who want to inspire greater involvement, creativity and knowledge sharing in their employees and explore new ways to innovate rapidly in their company today.

Managers
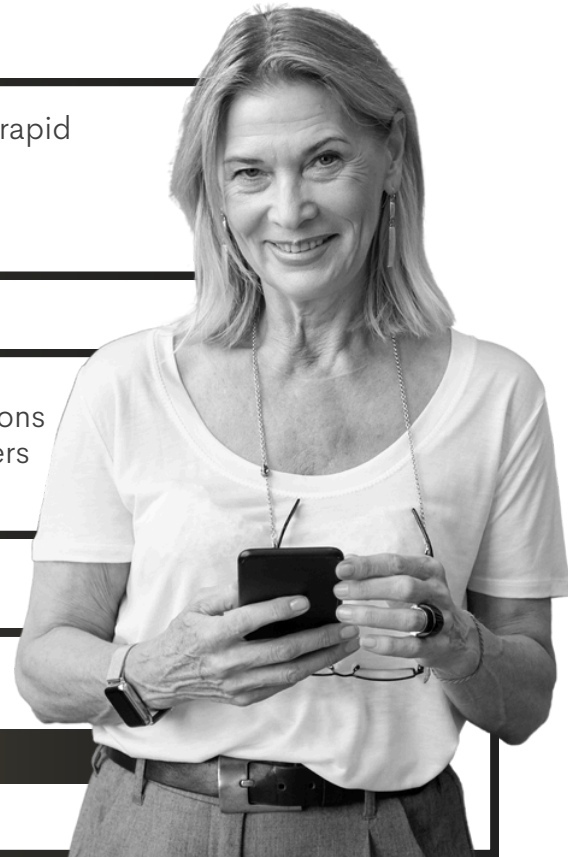
Learn, Practice and Use

- **Understand** how design thinking can improve organizational and personal performance
- **Embrace** uncertainty and develop an experimental mindset to act quickly
- **Create** a new process and attack problems from a completely new angle
- **Convert** ideas into customer value and market opportunities
- **Release** your group's creative thinking and sharpen critical analysis skills
- **Create** more progressive and practical solutions for real-world problems
- **Balance** constraints and technical limitations with customer preferences
- **Develop** design thinking to foster collaboration across functions of the organization
- **Customize** your management style to encourage employees to find their own answers to business challenges
- **Employ** a collaborative process that is effective with all communication styles

Practical Information

Face-to-Face

4 days
€3,495

Available In-Company

The programme is available as an In-Company solution for your teams. More information at **mce.eu/inco**

Programme Modules

1

Design Thinking Overview
- Key design concepts
- Main phases and steps of design thinking

2

10 Steps of design thinking definition
- Learn about the 10 different steps for the right definition of design thinking
- Integrating design thinking into the fabric of your organization's culture
- Adding design thinking tools and templates to help your work groups ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovation

3

Innovation Inventory Instrument
- Learn about the Innovation inventory instrument
- Learning the importance of stakeholders and interpreters
- Leading collaborative problem-solving testing
- Learning to envision and design collaboratively with visual imaging
- Mapping stakeholders and the complex network of beneficiaries
- Understanding the social-psychological aspect of user experience

4

Design Thinking Steps and Application
- Identify and frame the problem
- Conduct necessary research/gather information
- Map and analyze stakeholders
- Analyze boundaries and potential hazards
- Set success criteria and specifications
- Reframe as vision for future
- Generate ideas, select and design a concept
- Create prototype/Model
- Test for usability
- Reframe to implement of re-think

5

The Ecosystem for Design Thinking
- Organizational Realities
- Exploring formal methods for usability testing to form customer behavior and emotional response
- Presenting your vision and inviting buy-in through compelling storytelling
- Fostering an organizational climate for innovation

6

Mastering the Principles of Collaboration
- The Principles of Effective Collaboration
- Determine How and When to Collaborate Based on Superordinate Goals
- Use Specific Tools to Promote a Collaborative Environment

Programme Modules

7 **Becoming a Collaborative Leader**
- Determine Which Leadership Style to Use, Based on the Situation
- Assess and Describe Your Effectiveness as a Leader in a Collaborative Setting
- Determine How to Improve Your Network to Promote Collaboration

8 **Building Disciplined Processes and Unified Teams**
- Lead Others to Use Effective Collaborative Processes and to Build Strong Working Relationships and Unified Teams
- Identify Obstructions and Derailers That Block Collaboration
- Know the Steps for Gaining Buy-In for Collaboration

9 **Enhancing Collaborative Communication**
- Describe the Processes for Collaborative Communication
- Develop Active Listening Skills That Promote Better Work Relationships
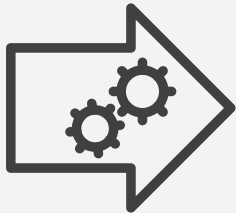- Handle Conflict in a Constructive, Collaborative Way

10 **Action Plan**
- Develop your action plan for applying design thinking in your day-to-day and develop your collaborative leadership skills

Learn

the key business skills and knowledge you need for your management role today and tomorrow

Practice

the skills you learn and get feedback, recommendations and coaching

Use

what you learn and practise as soon as you get back to your office

For more information please contact:

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