

Impact Solutions GmbH, the HPI Academy and the  
Hasso Plattner Institute School of Design Thinking invite to

# DESIGN THINKING FOR HUMAN RESOURCES

23<sup>RD</sup>-24<sup>TH</sup> SEPTEMBER 2014, 09:00-18:00

AT THE HPI POTSDAM, GERMANY

## An experiential 2-day Design Thinking Workshop tailored for HR professionals and their challenges

Corporate success depends on how effectively people can respond to the accelerating economic, social and ecological challenges and transformation. At the same time, leaders need to find innovative solutions and develop strategies that resonate with individual customer and stakeholder needs. But who and what delivers these new capabilities, ideas, solutions and business models? It requires expertise, know-how and innovative methods. The Design Thinking for Human Resources workshop will give you insights and first-hand experience of Design Thinking. Human resources professionals will learn to apply design methods to HR challenges, develop ideas and prototypes in interdisciplinary teams, and develop solutions for pressing needs, such as:



### CONTENT:

- Introduction to the Principles and Methods of Design Thinking
- Apply Design Thinking to HR challenges
- Efficient Innovation Processes for Teams
- User and Customer-centric Product and Strategy Development
- Rapid Ideation and Prototyping for new and enhanced Products and Services



## SPEAKERS & INPUT BY



### Prof. Ulrich Weinberg

Head HPI School of Design Thinking



### Tell Münzing

Managing Director Impact Solutions GmbH  
Director Sustainability & Transformation  
Performance Consultants International



## INTRODUCTION & WORKSHOP FACILITATION

## DETAILS ABOUT THE WORKSHOP

## ABOUT DESIGN THINKING

## HOSTS

**Johannes Meyer**, General Program Manager, HPI Academy  
**Dr. Shamim Rafat**, Managing Director Impact Solutions GmbH

### VENUE

Hasso Plattner Institut, Campus 2, Haus E, EG  
August-Bebel-Straße 88, 14482 Potsdam, Germany

### REGISTRATION & FEES

1.700 EURO (excl. VAT), incl. Catering & Dinner-Reception on September 23rd 2014  
Please reserve your seat as only a limited number of places is available.  
Registration deadline: **September 1st 2014**, Register via email: [office@impact-solutions.org](mailto:office@impact-solutions.org)

**Design Thinking** is a systematic approach to complex challenges and opportunities from all possible areas of daily life. Design Thinking approaches innovation from a user perspective focusing on customer experience and user needs and feedback as an important variable. It promotes a series of iteration processes which deliver concrete outcomes much faster and leaner than regular innovation methods. In the end methods of creative, interactive and multi-disciplinary teamwork, merge into a highly productive innovation culture in your organization. Many young and innovative companies like Amazon, Google or Apple have incorporated a design way of thinking into their corporate culture right from the start. Supported by Hasso Plattner, Design Thinking has been part of Stanford University's curriculum since 2005. In 2007 the HPI School of Design Thinking was founded in Potsdam, and Executive Education is being delivered through the HPI-Academy.

**Impact Solutions** is an innovation and management advisory firm. The company applies collaborative and entrepreneurial approaches to transform systemic social & environmental challenges into new business models and sustainable ventures. Impact Solutions works across sectors with multinational companies, public sector entities and NGOs. Together with the **HPI Academy** Impact Solutions is developing targeted modules and interactive formats around Breakthrough Innovation, Corporate Transformation, Leadership and HR, and Sustainability that leverage design thinking methods for the development of sustainable solutions.

**Performance Consultants International** is at the forefront of coaching, leadership development and performance improvement for individuals and organizations globally. Being pioneers and thought-leaders in the fields of coaching, leadership and transformation, Sir John Whitmore, Chairman, and his colleagues at Performance Consultants were the first to take coaching into the workplace and coined the term 'Performance Coaching' in the early 1980s, and are also the original creators of the GROW Model, one of the most used and best known models in coaching.

Hosts:



Media Partner:

