INNOVATION IN PRACTICE:
DESIGN THINKING WORKSHOP

JULY 15 - 18, 2019 | WICHITA.EDU/DESIGNTHINKING | WICHITA, KANSAS
From Fortune 100 to entrepreneurial start-ups, Design Thinking methods are used by companies competing in fast-moving environments who are facing disruption in their industry, looking to build a culture of innovation, manage change, align teams, and differentiate their brand. Design Thinking processes are adaptable to any business environment and are highly effective for companies seeking a consistent approach to problem-solving that is efficient, innovative, and reduces risks through rapid prototyping and testing.

Join the other business and industry leaders of the midwest for this interactive and hands-on Design Thinking Workshop.
WORKSHOP OUTCOMES:

- Effectively manage change in your industry, company or user needs
- Incorporate a consistent process that allows teams to quickly assemble, contribute, and move from one project to the next successfully
- Empower teams and build trust within the organization
- Curate strategic innovation that encourages ideas and reduces risk
- Deploy a workflow for innovation that enhances your brand relevance

DOUG STUCKY
LEAD FACILITATOR

With over 30 years consulting experience in brand strategies and development including product development, Doug Stucky understands the importance of innovation in today’s business environment. He uses Design Thinking methods to assist brands in differentiation through innovation by shifting the focus to the user in order to solve problems, develop better experiences, innovate products, and create value.

As an instructor in the WSU Institute of Innovation, Doug teaches Design Thinking as part of the innovation process in both undergrad and Masters of Innovation Design (MID) classes.

In addition to his vast experience, Doug holds certificates from IBM on Design Thinking and AJ & Smart (Berlin) in Design Sprints.
THE PLAN

MONDAY, JULY 15
Welcome
Introductions
Intro to Design Thinking (DT)
DT Processes 101
Evening Social Hour

TUESDAY, JULY 16
Breakfast
DT Processes 102
Lunch
DT Processes 102 Continued
Evening Activity

WEDNESDAY, JULY 17
Breakfast
DT Processes 103
Lunch
Prototyping + Accountability
Evening Activity

THURSDAY, JULY 18
Breakfast
DT Facilitating
Lunch
DT Implementation
Closing Session
<table>
<thead>
<tr>
<th>Registration Type</th>
<th>Price</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INDIVIDUAL REGISTRATION</strong></td>
<td>$1895</td>
<td>Includes breakfast &amp; lunch</td>
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<tr>
<td><strong>EARLY BIRD PRICING</strong></td>
<td>$1595</td>
<td>Register before May 31st for this $300 discount</td>
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<tr>
<td><strong>CORPORATE DISCOUNT</strong></td>
<td>$4500</td>
<td>Register 3 workshop attendees from your company for this discount. Additional attendees can be added at $1500 each when you register all at the same time or add to your registration before June 15, 2019. After June 15 all registrations for 3 or more must be completed together as part of the same registration. All registrations are transferable within your organization up to 48 hours prior to the workshop.</td>
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Questions? Email kristyn.smith@wichita.edu

Register online at [Wichita.edu/DesignThinking](http://Wichita.edu/DesignThinking)
WORKSHOP LOCATION: WICHITA STATE UNIVERSITY’S INNOVATION CAMPUS

All workshop activities will be held in the Experiential Engineering Building (EEB). The EEB is home to a makerspace, the 3DEXPERIENCE Center and 25 hands-on engineering laboratories – a perfect space to create, collaborate and innovate. The building is located on WSU’s new 120-acre Innovation Campus development, an interconnected community of partnership buildings where organizations establish operations and reap the rewards of the university’s vast resources; laboratories that give students access to real-world applications and the training needed to effortlessly assimilate into the workforce; and services that help facilitate product development.
HOSTED BY WICHITA STATE UNIVERSITY’S

INSTITUTE OF INNOVATION

The Institute of Innovation is WSU’s newest academic college. Straying from traditional education, the Institute focuses on interdisciplinary learning and connecting WSU to community partners. Learn more online at wichita.edu/III