

The Design Thinking Program

A Professional Development Program through Tombolo Institute Bellevue College

In today's ever evolving business landscape, busy professionals cannot afford to patiently stand by; they must re-imagine how they approach business. Teamwork and combining both creative and analytical approaches are integral to solving complex problems in the interconnected, competitive and dynamic environment that we find ourselves in. Design thinking promotes a human-centered approach to innovation by employing a set of methods and corresponding mindsets. It concentrates on rigorous means of understanding human behavior to articulate needs and desires, generate deep insights, develop design solution, and finally critique and test those solutions.

The Learning Experience that "Gets You There Faster"

The Design Thinking Program at Tombolo Institute Bellevue College focuses on innovative thinking as a means of designing products and services. Here you will learn new ways to manage complexity, serve human needs, and create sustainable products that cater to both individuals and businesses alike. Over the course of the program you'll be guided by professional designers and educators who are experts in their field. Working in small teams, you will complete complex real-world projects designed to train and develop your technical and analytical skills. You will gain the Design Thinking leadership insights that you will need to move innovation forward within your organization.

Why Design Thinking?

Design thinking is about employing a set of methods and mindsets that promotes a human-centered approach to innovation. It's a strategy for creating a differentiated, competitive advantage that few can match. No other Design Thinking program delivers like Tombolo Institute Bellevue College.



JOIN OUR IN CLASSROOM PROGRAM - \$4,995

PROGRAM SCHEDULE

Each day includes breakfast and lunch. Please bring your own device (laptop/tablet) for online assignments.

Day 1	9:00 - 12:00	Introduction to Design Thinking
	1:00 - 4:00	Data Science & Design Thinking
Day 2	9:00 - 12:00	Your Customers - Their Journey
	1:00 - 4:00	Empathy & Storytelling
Day 3	9:00 - 12:00	Ideation & Innovation
	1:00 - 4:00	Prototyping, Testing & Iteration
Day 4	9:00 - 12:00	To Market - The New Business Plan
	1:00 - 4:00	The Design Thinking Organization

HELD AT The Tombolo Institute

Program Summary

The Design Thinking Program meets the same high academic standards of Bellevue graduate programs, with a challenging interdisciplinary curriculum designed to prepare you to analyze, create and deliver unique customer experiences. Roll up your sleeves to solve real-world challenges and use innovative practices developed by top companies.

Module 1

Introduction to Design Thinking

- Discover the elements that comprise an effective Design Thinking approach.
- Identify methodology and tools for your own organization.
- Learn best practices and review real-world case studies.

Module 2

Data Science & Design Thinking

- Learn techniques to collect and visualize data.
- Develop a single truth and company-wide view about customers.
- Use data to drive actionable insights.

Module 3

Your Customers - Their Journey

- Create personas that employees can relate to, on a human scale.
- Develop journeys and interviewing techniques to uncover details.
- Break down mental models and barriers to discover opportunities.

Module 4

Empathy & Storytelling

- Understand the role of employees in a successful Design Thinking organization.
- Identify critical customer interactions and emotions across multi-channels.
- Create insightful stories that empower employees to advocate and take action.

Module 5

Ideation & Innovation

- Collaborate to recognize what creates value for your customers.
- Maximize team creativity using brainstorming techniques and tools.
- Promote critical thinking .

Module 6

Prototyping, Testing & Iteration

- Reframe solutions based on the emotional needs of your customers.
- Improve your interviewing and observing skills.
- Learn rapid prototyping and iterative design techniques.

Module 7

To Market - The New Business Plan

- Consider all facets of presenting a new design to market, including impact to customers.
- Quantify business potential, value proposition and positioning.
- Communicate key selling arguments and deliver an effective pitch.

Module 8

The Design Thinking Organization

- Discover how to drive adoption across your entire organization.
- Link improved design with operational savings and profitability.
- Become a successful change-agent for experience-first thinking and inspire change.

Capstone Project

The Design Thinking Portfolio

- Completed project, from beginning to end.
- Custom templates and practices you can employ at your organization.
- Outcomes that are distinctive and measurable.
- Continued mentoring after the program concludes.

Distinguish Yourself as a Leader through the Tombolo Institute Design Thinking Program

Tombolo Institute Bellevue College is one of a kind. When you join us at the Design Thinking Program, you'll discover a unique, innovative learning experience. You'll develop the skills to reimagine how to approach business, while our experts guide you along the way! Our expert faculty will help you combine both creative and analytical ways to solve complex, real-world problems while employing a set of methods and a corresponding mindset to promote a human-centered look at innovation. Throughout the program, you will learn to understand human behavior in order to generate deep insights, articulate needs and desires, develop design solutions, and finally critique and test your solutions in real work setting.

