



QUEEN'S
UNIVERSITY
BELFAST

WILLIAM J. CLINTON
LEADERSHIP
INSTITUTE

DESIGN THINKING FOR INNOVATION



SHAPING
A BETTER
WORLD
SINCE 1845



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PROGRAMME DATES

March 2023
October 2023



PROGRAMME FORMAT

On campus, in-person



LOCATION

QUB, Belfast



LANGUAGE

English



PRICE

£1700
Payment options are available



WHO SHOULD ATTEND

Small business owners, Mid-to senior-level managers who are in leadership positions – of business units, functions, and products.

OVERVIEW



A key priority in today's board is how to manage the innovation flow within the organisation. How do we foster a culture of innovation and how can we structure the organisation to allow innovation initiatives to flourish?

On the Design Thinking for Innovation programme, you will develop the knowledge, skills and confidence to 'become agile.' You will be introduced to the origins of the design thinking concept; its applications and benefits, as well as its most interesting impacts across your organisation. You will learn the benefits of constructing and improving value propositions.

Design thinking and agile methodologies are tools which will enable you to drive innovation at the centre of your organisation. The Design

Thinking for Innovation programme provides small business owners and mid-to-senior-level managers with the skills to develop an innovative culture, evaluate risks and rewards, assess potential organisational designs, as well as review cases of success and failure within their organisation.

You will walk away with the fundamental tools of design thinking, learning the benefits of using critical tools; such as Journey Mapping, as well as learning the skills to build a customer-centric organisation.



Our exceptional campus platform will give you access to videoconferences, forums, readings, slides, technical notes, multimedia documents, and case studies required for the programme.



Gain the knowledge and tools to exploit the value in data, make better decisions and drive your organisations competitive edge. Improve your performance and boost your career advancement your with market-driven business skills.



Network with like-minded professionals and learn from your peers as well as industry experts and faculty.

Walk Away With the Skills To

- Plan a design and an innovation roadmap for your organisation
- Review, re-think, and re-define mental and business models
- Deploy the path to multiple, transient winning strategies
- Improve execution capabilities, promoting efficiency and agility
- Build a customer-centric organisation
- Evaluate current organisational leadership style and stimulate an innovative culture
- Equip the organisation to navigate change and turbulent times
- Establish the organisation as an innovation champion, boosting its competitive advantage.

WHO IS THIS PROGRAMME FOR

- Mid and senior level managers with decision making power on aspects related to:
 - Corporate Strategy
 - Innovation management
 - Customer-centricity
 - Product development process
 - Human Resource Talent Development
- Business owners, who need to better understand the VUCA (Volatile, Uncertain, Complex, and Ambiguous) environment they are facing in order to design and execute winning strategies
- Executives with customer understanding, customer experience design, and/or customer care responsibilities

PROGRAMME STRUCTURE AND CONTENT

| DAY 1 | DAY 2 |
|--|--|
| SESSION 1 The MindSet: Rewiring the leader's Brain Power Assessing Your Adaptive Strategy Potential | SESSION 1 Becoming Agile The Customer Centric Organisation |
| SESSION 2 Team exercises | SESSION 2 Customer Journey Mapping Essentials of Innovation |

ON CAMPUS



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PROGRAMME FACULTY



DR. G. NICOLÁS KFURI

Dr. Kfuri is an experienced global expert consultant and executive trainer and has worked with executives from more than 700 companies, representing more than 75 countries, from 5 continents. His areas of expertise are Corporate Global Strategy, Internationalization Processes, Marketing, and Branding. Dr. Kfuri acts as Advisory Board Member for a range of organizations and he moderates Board Meeting Sessions in companies, business incubators, business schools, and non- for-profit institutions. For more than 20 years Dr. Kfuri has also been teaching at executive, graduate (MBA), undergraduate and e-Learning programs of universities in Asia, Europe, Latin and North America. He holds a Ph. D. in Business Administration from Cordoba National University, Argentina (2002), an MBA from an MBA from Purdue University, USA (2000), and a BA in Business Administration from Cordoba National University, Argentina (1997).

EXCEPTIONAL EXECUTIVE EDUCATION EXPERIENCE

The Clinton Leadership Institute delivers executive education programmes with the aim of creating real impact for leaders, managers and their organisations. Our mission, while addressing future work skills and workplace requirements, is to empower and develop leaders and future generations of leadership to create positive social and economic impact for a better world. Our executive programmes synergise the rich Queen's University academic heritage with cutting edge leadership thinking and techniques from experts at William J. Clinton Leadership Institute and Queens Management School. Real world industry insights and exciting new developments from our university research centres contribute to building leadership expertise, transforming individual and organisational performance and boosting competitive edge.

**RUSSELL
GROUP**



CONTACT US

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We are proud to offer you a new series of Innovation, Strategy, Transformation programmes to develop your future skills and workplace requirements in the digital economy. As part of this series the Design Thinking for Innovation programme offers a unique opportunity to gain the knowledge and tools to truly embrace innovation and agility, incorporating these into the everyday fabric of leadership and management within your organisation.

Throughout this on campus programme you will have the opportunity to network and learn from like-minded business leaders from a diverse range of industries and our experienced faculty. I look forward to welcoming you to this programme in the near future.

Laith Dajani
Executive Director, CLI



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