

**impact
week**



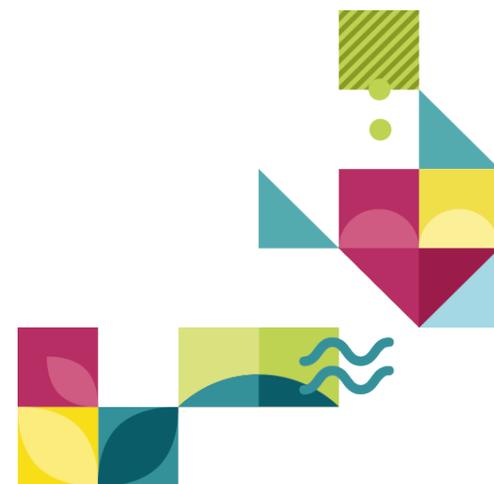
Junior Design Thinking Coach

Syllabus



Table of Content

Training Plan Junior Design Thinking Coach	2
Who is the training for?	4
Study objectives	4
Program Overview	5
Part I: Train-the-Coach	6
Module 1: What is Design Thinking?	7
Module 2: Understand	7
Module 3: Observe	8
Module 4: Synthesis	8
Module 5: Ideation	9
Module 6: Prototype	9
Module 7: Test & Iterate	10
Module 8: Pitch Presentation	10
Part II: Design Thinking Challenge	11
Our Instructors	13
Testimonials	14



Training Plan Junior Design Thinking Coach

Why offer Impact Week’s Junior Coach Design Thinking Training to your employees?

In view of ever-changing markets, the ability to innovate is a central pillar of an organization’s success and potential for growth. As a worldwide renowned method to foster innovation and come up with new ideas and technologies that are aligned with the customers desires, Design Thinking opens doors to transform problems into business opportunities and confidently guide the organization through disruptive and dynamic environments.

Impact Week’s training to become a “Junior Design Thinking Coach” not only provides participants with **knowledge about the basics of Design Thinking** but also sets the foundation for them to engage as **multipliers of that knowledge** within their organization. The intense and interactive 7-day program provides a unique opportunity to learn from **internationally recognized and highly experienced Design Thinking practitioners**. In a 3-day Train-the-Coach program, participants become familiar with the six steps of the customer-centric Design Thinking method along with tips and tricks for coaching. While there are different schools of thought among Design Thinking experts, this approach of Design Thinking enjoys a high reputation and is actively used by other prestigious players. Thereby, the group size of up to six participants both leverages group learning effects while ensuring **personalized attention**.

After the Train-the-Coach sessions, the acquired knowledge will be consolidated and applied in a first coaching experience, the 4-day Impact Week Challenge, which prepares participants to independently **set up their own workshops and later channel the creativity of their coworkers in order to drive innovation at their workplace**. During the facilitation of their first Design Thinking workshop, aspiring Junior Design Thinking Coaches are under guidance of an experienced Senior Coach and can discuss challenges they encounter at all times. The hands-on experience in coaching 5 to 7 participants together with another local Junior Coach enables the advancement of **leadership capabilities**, enhancing the participant’s ability to influence, engage, collaborate and drive change in the organization through accelerating the transformation of others.

The specialty of our Design Thinking training is the location in **developing and emerging countries**. The program **unites innovative minds across nationalities, cultures, and organizations**, allowing participants to build bridges in the markets of the future, nurture new networks with innovation experts from other companies, foster adaptability and flexibility, develop soft skills enhancing self-efficacy to navigate intercultural teams, and in sum gain valuable competencies which are crucial in today’s globalized economy.

Thereby, the program uses real-life cases and seeks to innovate in areas which strive to make a positive impact in the world in topics aiming to combat social harm and reduce environmental damages. As a **non-profit program**, Impact Week is a unique opportunity to **combine the business relevant training of your employees** with **showcasing the social responsibility** of your company while enabling **positive change via entrepreneurship and innovation in the Global South**.



Who is the training for?

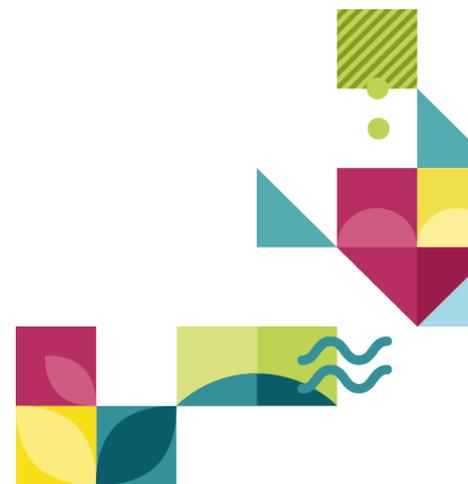
This training is recommended for (aspiring) business managers who want to learn a customer-centric method to build products, strategies, teams, and environments for optimal use and performance. Thereby, the training is not restricted to specific departments as Design Thinking enjoys a holistic application and is suitable for candidates across disciplines and positions. Previous knowledge in Design Thinking is not required as this course serves as an introduction.

Study objectives

This training has a special focus on skill development through active engagement in real world problems, as well as the transmission of this acquired knowledge in the form of a coaching session.

The Junior Coaches will be able to

- understand the holistic approach of Design Thinking
- critically appreciate Design Thinking
- discuss implementation approaches of Design Thinking in business.
- understand Design Thinking as a mindset and part of corporate culture.
- address challenges using systematic approaches for gathering observations, breaking cognitive barriers, and coming up with innovative solutions.
- develop a strategic innovation toolbox, as well as understand when and how to employ design thinking and innovative problem-solving tools and activities.
- practice empathy while using human-centered design methods such as user research and prototyping.
- evaluate group dynamics and improve team performance using tools and methods designed to promote cooperation and development iteration.
- guide teams to unlock their creativity and enable out-of-the box thinking.
- conduct workshops in an intercultural environment and navigate diverse teams.
- base their choice of techniques and methods on the cultural context.

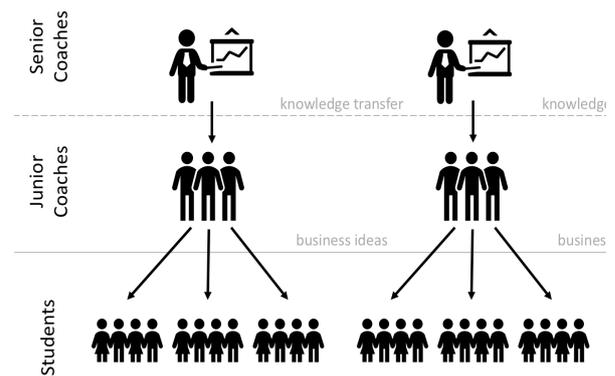
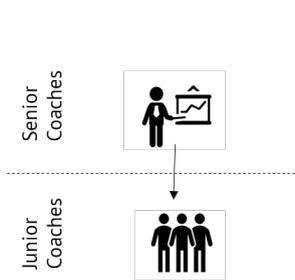


Program Overview

3- Day Train-the-Coach Session

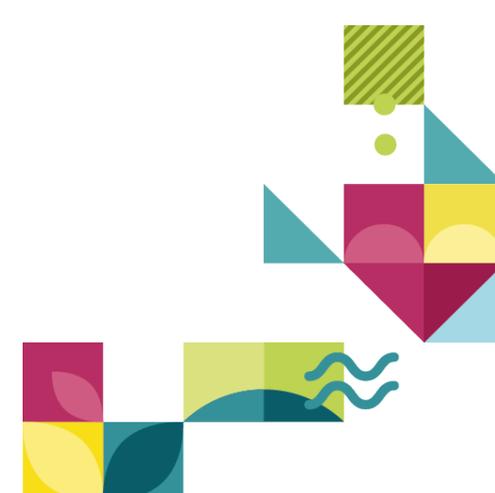


4- Day Impact Week Challenge



Each Senior Coach trains up to 7 Junior Coaches (international + local) to become Design Thinking Coaches

A team of 1 local Junior Coach and 1 international Junior Coach work together to facilitate a 4 days innovation challenge for a group of up to 7 students to solve local problems



Part I: Train-the-Coach

During the Train-the-Coach, each module is explained in the panel by the Lead Coach. During these input sessions, the Junior Coaches learn about the **importance of each step**, hear about **real-life examples in the field** and learn about the **“Dos and Don’ts”**.

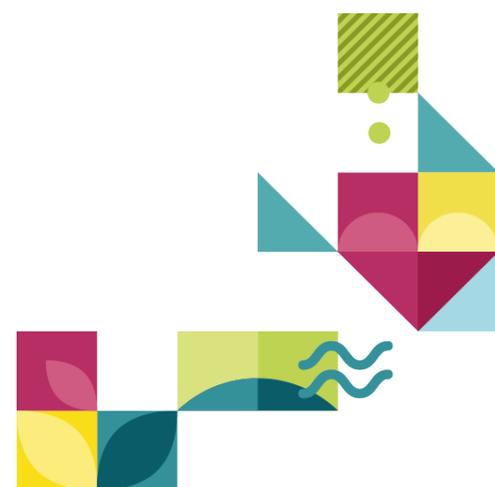
After each panel session, the Senior Coaches and their respective Junior Coaches go back to their workstation, where the Senior Coach explains the methodology in greater detail and gives examples of techniques to use during the specific phase. After the instructions, the Junior Coaches employ the technique.

According to the principle **“Learning by doing”**, the team sessions allow the Junior Coaches to gain a deeper understanding by experiencing the techniques and methods firsthand from the view of a participant.

After each module, the Junior Coaches have **time to reflect** on the techniques they learned and **ask questions** about the process. Impact Week provides a **Design Thinking workbook**, which summarizes the training content and offers space for individual notes, reminders, and reflections by Junior Coaches.

Preliminary Agenda for the Train-the-Coach workshop

Time	Day 1	Day 2	Day 3
8:30	Day Starts		
9:00	<ul style="list-style-type: none"> • Welcome Intro • What is Design Thinking? • Teambuilding 	<ul style="list-style-type: none"> • Welcome Intro Day 2 • OBSERVATION Part II • Reflection • SYNTHESIS • Reflection 	<ul style="list-style-type: none"> • Welcome Intro Day 3 • PROTOTYPE • Reflection • TEST & ITERATE • Reflection • Business Modelling and Pitch Preparation
13:00	Lunch		
14:00	<ul style="list-style-type: none"> • UNDERSTAND • Reflection • OBSERVE • Reflection 	<ul style="list-style-type: none"> • IDEATION • Reflection 	<ul style="list-style-type: none"> • Presentation of Ideas • Team Debrief
17:00	Day Ends! 30 Min Reflection & Planning of Next Day		



Module 1: What is Design Thinking?

The first part of the Design-Thinking training covers the **basics of Design Thinking** and teaches the **core methods and principles how to confidently guide a team** through the different Design Thinking phases.



The participants become familiar with what Design Thinking is, its core approaches such as **visual thinking** and **practical real-life cases** illustrate how product innovation can be driven by Design Thinking.

They will further learn about a **coach's role and didactics to set up a Design Thinking workshop** where creativity can flow.

In particular, aspiring Junior Coaches will know **which materials** are necessary for the workshop and **how to use them correctly**, how to **prepare a functional workstation** for their team, and learn about the vital skills of **time management** and **team building** to successfully conduct a Design Thinking workshop.

Module 2: Understand

The second part is concerned with the Understand-Phase. As a first phase of the Design Thinking process, the Understand-Phase is part of the so-called problem space. In this module, the importance to **understand a problem** is being highlighted along with building a **toolbox of practical methods** which can be applied to enhance the understanding of a given problem. This serves the purpose to systematically **redefine a problem from the user's point of view**.

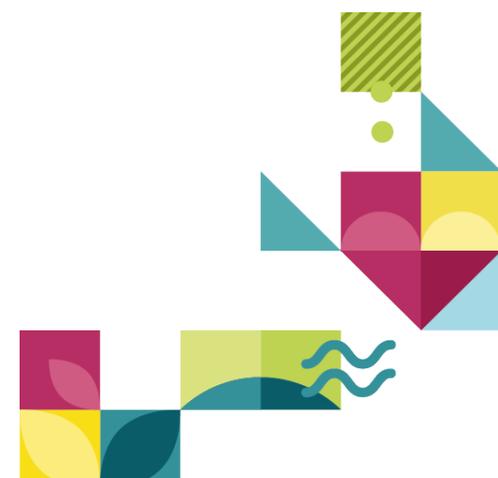
Methods taught in the Understand-Phase can include:

- Storytelling/Active listening
- Desk research
- Topic maps/ Mind maps
- Semantic analysis
- Eco-System/ Stakeholder Map

The chosen methods depend on the broadness of the topic as well as the availability of information.



By the end of Module 2, the Junior Coaches know **how to conduct research on the status quo** of a topic. They will learn tools in order to gain an overview over the topic and structure the findings of the research.



Module 3: Observe

This module is concerned with the gathering and identification of important insights about the **needs and wants of the intended target group**. Whenever possible the participants conduct **field work** and directly get in touch with relevant users. As systematic approaches to successfully conduct the Observe-Phase, participants become familiar methods such as **interviewing** and different techniques to **immerse** themselves in the given context.

Methods taught in the Observe-Phase can include:

- User Interview
 - Open Questions
 - Silence
 - Narration
- Immersion
 - Fly on the wall
 - Shadowing
 - In the shoes of...
 - Analogue experience



By the end of Module 3, the Junior Coaches learn how to empathize with the user through observation and interviews. They will learn how to conduct an interview in such a way that the needs of the user can be identified.

Module 4: Synthesis

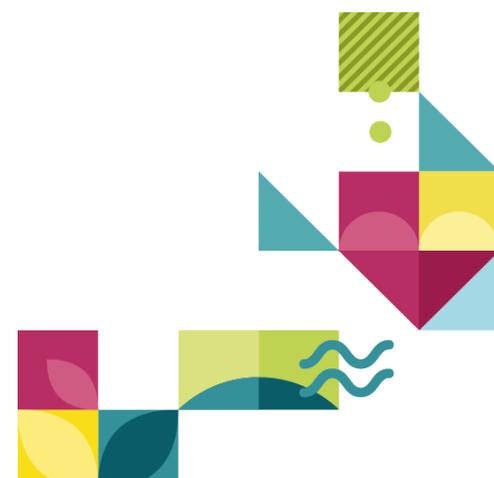
Module 4 is concerned with Synthesis which aims at evaluating the gathered insights in a systematic manner and to **make sense of their findings** from the previous Design Thinking phases. As a last part of the problem-space, the Synthesis-Phase serves to reformulate the problem and **narrow it to the explicit pain points and latent needs**.

Methods of Synthesis can contain of

- Storytelling (this time based on field research)
- Clustering
- Pattern recognition (non-linear)
- Insight generation
- Opportunity articulation



By the end of Module 4, the aspiring Junior Design Thinking Coaches will be able to identify the part of the problem which has the most game-changing potential.



Module 5: Ideation

While the previous module set the stage and clearly defined the problem, the Ideation-Phase is the first part in finding an innovative solution. This module introduces the participants to **tools to generate user-focused ideas** based on the information uncovered in the Synthesis-Phase. The introduction to Ideation approaches such as **brainstorming** will give participants a toolkit to unleash the creativity and think of out-of-the box solutions. With the help of the innovation tri-fecta, the Junior Coaches will learn how to choose the ideas with the highest potential for success.

By the end of Module 5, the Junior Coaches will know how to create user-focused ideas, experiment with Ideation tools, and explore different Ideation approaches, such as alternate worlds and brainstorming. They will know how to select the idea with the most potential.

Module 6: Prototype

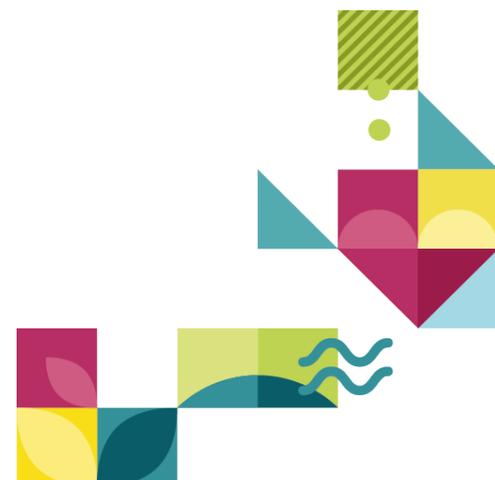
In the Prototyping module, participants learn about different methods of Prototyping, and will learn to transform their key ideas into prototypes suitable to obtain feedback from users.

The Junior Coaches will learn and apply one or more of the following:

- Right Rapid Rough
- Functions of prototypes
- Physical materials for Prototyping
- Digital Prototyping
- Sketches & Storyboards
- Roleplay



By the end of Module 6, the Junior Coaches **know how to build an easy yet impactful prototype** that can be tested by the user. They will learn the importance of the **principle to “fail fast and early”** as well as the rule to **“never fall in love with the prototype”**.



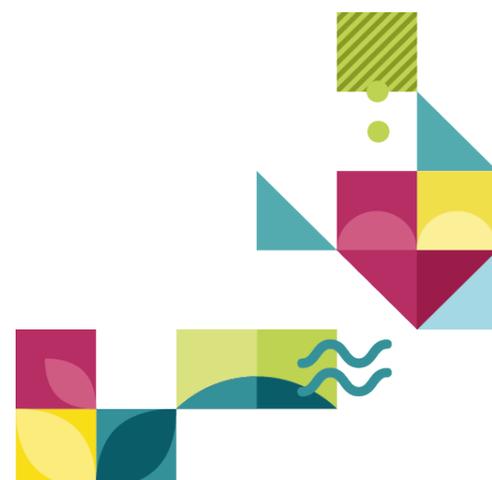
Module 7: Test & Iterate

By the end of Module 7, the Junior Coaches learn to gather relevant **feedback to further tailor their prototypes to the user's needs**. Practicing empathy is at the heart of this stage and user research methods will uncover existing problems which might spark another Idea-Phase or require an adaptation of the prototype.



Module 8: Pitch Presentation

By the end of Module 8, the Junior Coaches know how to **concisely present an idea** within a short time frame of maximum 4 minutes. They will learn which information is important for investors and how to capture their attention.



Part II: Design Thinking Challenge

Part II consists of the practical phase in which the Junior Coaches **implement the knowledge** acquired in Part I. For this, the Junior Coaches are teamed up in groups of two, ideally with a partner from a different cultural background for an elevated cultural experience, and are assigned to a team of students.

The structure of the class is the same as in Part I. The main differences are that

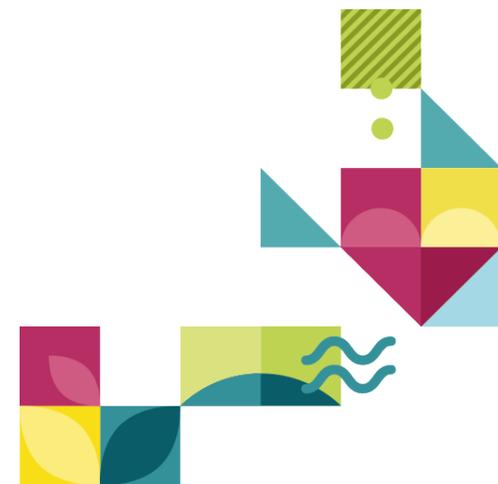
- The panel sessions are shorter in time and focus mainly on a short explanation of the phase as well as the “Dos and Don’ts”.
- The group sessions are given more time
- An additional day is dedicated to the pitch presentations of the teams

After the panel session, the **Junior Coaches guide their team of students through the Design Thinking Process**. In case of questions, our experienced Senior Coaches are there to support at all times.

At the end of each day the Junior Coaches **reflect on their experience** and get **feedback** from their Senior Coaches. They can document their learnings in the workbook and capture relevant aspects as well as their “**lessons learned**”.

Preliminary Agenda for the Impact Week Challenge

Time	Day 1	Day 2	Day 3	Day 4
08:00	Day Starts (Arrivals)			
08:45	<ul style="list-style-type: none"> • Welcome • What is Design Thinking? • Team Start • UNDERSTAND 	<ul style="list-style-type: none"> • Recap of Day 1 • SYNTHESIS • IDEATION I 	<ul style="list-style-type: none"> • Recap of Day 2 • PROTOTYPING II • BUSINESS MODELING • TESTING 	<ul style="list-style-type: none"> • Guest Talk • PITCH PREPARATION • Pitch Stage Setup
13:00	Lunch			
14:00	<ul style="list-style-type: none"> • OBSERVE (Research) 	<ul style="list-style-type: none"> • IDEATION II • PROTOTYPING I 	<ul style="list-style-type: none"> • TESTING & ITERATION 	<ul style="list-style-type: none"> • Final Presentations • Closing ceremony
17:30	Day Ends! Coach Reflection & Planning of Next Day			



Impact Week Innovation Challenges

While teaching Design Thinking’s methodology is the main aim of the program, our challenges which are tackled during the Impact Week Challenge (Part II of the program) are based on **current relevant challenges of the host country**.

If available, we invite track mentors to join us during the challenge. Track mentors are local partners who already work on the identified problems and can provide deeper insights into the topic. This way, the **coaching experience becomes more realistic** for our Junior Coaches, as they are required to coordinate with different stakeholders. While our track mentors only play a supporting role for the teams of their tracks and will not own the ideas, their role is comparable to the one of a customer in a Design Thinking process at the workplace.

Exemplary topics for our Impact Weeks are:



Digitalization



Economy



Agriculture



Health



Education



Government



Security



Food Security

Impact Week Solutions

The solutions which stand at the end of the process, thus the business models which the students present in their final pitches, might have the potential to actually drive **positive change** and present solutions to benefit society. Impact Week strives to ensure that valuable ideas get a **real chance to be further developed** by linking the teams with relevant players of the local and international innovation community whenever possible. As a result of Impact Week, some businesses which create a social impact have made it to the market, not to mention all the businesses which were created based on the Design Thinking methodology in the long run. [Check out our success stories.](#)



Our Instructors

The Junior Coaches will receive the training from a team of **Design Thinking practitioners** with **multiple years of teaching and facilitation expertise** who will guide discussions, foster peer connection, and provide feedback on their assignments.

Our Senior Coaches come from **various backgrounds and apply Design Thinking in different cultural and business contexts**. Our network of Coaches includes well renowned freelance Design Thinking Coaches while others are Design Thinkers and Facilitators within their respective company. For each Impact Week we put together a **well-rounded, diverse team with different strengths and levels of experience**.

While each Senior Coach brings a special set of skills and methods, they all follow the Impact Week curriculum and align on the training plan under the guidance of the Lead Coach.

Here are some of the Senior Coaches:



Alexander Grots

Alexander Grots is an independent innovation specialist with 22 years of experience in practical application and teaching of the „Design Thinking“ innovation method. During his time at IDEO in the early 2000's, Alexander has been an integral part of the team that formulated and articulated Design Thinking as an innovation method for industrial and business application.



Muktha Hiremath

Muktha Hiremath received a Master's Degree in Design at IIT, Bombay. In total, she has over 16 years of experience as a Designer. She has spent the last decade at SAP, designing User Experience for various areas of SAP's Enterprise Business Software. She's also a trained Design Thinking Coach with a passion for mentoring and training on design & design related topics, for people of all ages.



Dr. Bettina Maisch

Dr. Bettina Maisch is Professor of Entrepreneurship at TU Munich and Head of Teaching and Qualification at the Strascheg Center for Entrepreneurship. Her Design Thinking experience includes working at the University of St. Gallen in the field of Business Innovation and Design Thinking, her former position as Senior Key Expert Industrial Thinking at Siemens Corporate Technology in Beijing and Munich, her time at Stanford University's Center for Design Research and a sabbatical at the Garwood Center for Corporate Innovation at the University of California at Berkley.



Michael Kögel

Michael Kögel has worked 20+ years in the IT industry as a software architect, consultant, Design Thinking Coach and project manager in agile projects. He worked for SAP for almost 17 years, where he gained 10 years of experience in the application of Design Thinking in digital transformation projects and in the design of digital products. His goal is to actively involve the employees of companies in shaping the digital transformation so that they can fully develop their potential and perceive digitization as an opportunity for the future.



Testimonials



Becoming a Junior Coach has been incredibly rewarding. I had studied Design Thinking previously to become a user of the methodology, but during my time in Manila, I was completely immersed in creativity and the movement to develop the real and local ideas of others. I was blown away by the brilliance, perseverance, and deep engagement of our students participating in the Inclusion track, and would recommend any of my fellow professionals and global citizens to join this inspiring program.

Christine Drpich
Manager, E-Commerce Star Alliance



The training and challenge allowed me to combine my passion for entrepreneurship, creative problem solving and facilitation, which I am now excited to use more in my work as an educator and consultant.

I have been greatly inspired by learning from both the Senior and Junior Coaches with their diverse backgrounds and expertise. I am truly grateful for everyone's encouragement and guidance along the way.

The highlight, however, was getting to work with the amazing young people in the Philippines! I was so impressed by how intelligent, open-minded and dedicated they are, and how hard they worked to come up with innovative solutions that we placed before them.

Impact Week is a fantastic experience, and I couldn't recommend it more!

Nadia Kislitsyna-Ybanez
Educator & Digital Marketing Consultant

