

WORKSHOP IBAA

Introduction Design Thinking



Gefaciliteerd door



Inschrijven op de website



Reminder e-mail



Diner

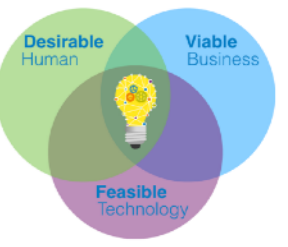


Kick off door Marcel Schaar



Theorie

Start here



Value of Design

COMPETE IN ANY MODERN MARKET
Designs conscious and purpose driven organizations outperform the S&P500 by:



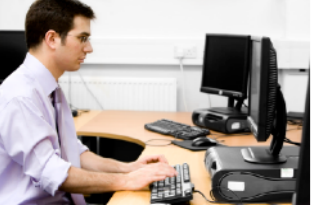
Mindset

Mindset



Observeren

EMPATHIZE



Research Erik



Empathy mapping

DEFINE



Schrijf een kaart uit 2030



Roll the dice

IDEATE

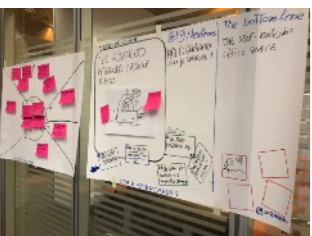


Oplossingen maken



Maak je coverstory om je idee te testen

PROTOTYPE



Pitchen van je oplossing



The Oprah moment



Tip & Top

