

Design Thinking Executive Program

Your ROI Toolkit

UCR | Extension
Professional Studies

Use This Useful ROI Toolkit ...

... to help you select the right program for you and your organization. Set goals and define your timeline. Justify your investment with the benefits you receive from attending the UCR Extension Design Thinking Executive Program! Make the most of your program experience and provide tangible value to your company.

Find your
Return on
Investment inside...

designthinking.extension.ucr.edu

Powerful Reasons to Bring Your Team!

Change

When teams learn together, you gain an immediate, positive shift to your organization.

Seamless

Everyone is on the same page and can directly employ their new skills back in the workplace.

Cost

It's efficient educating groups at the same time - you will benefit with substantial enrollment discounts!

Collaboration

Your team solves problems together, achieving specifically defined goals that reinforce learnings.

Focus

Group activities can be centered on your own challenges and resolutions can be worked out as a team.

Direct

Each employee learns and works on activities first-hand; no "post training" knowledge transfers.

Consistent

The entire team understands how to use new tools and techniques for greater cohesion and unified approaches.

ROI - Cut costs by empowering teams.

Compare Programs for the UCR Extension Advantage!

Your Educational Requirements	Yes UCR Extension!	Other Programs?
Program backed by recognized academic University?	✓	
Content reviewed and updated for every program?	✓	
Hands-on, activity-based learning?	✓	
Exercises applied to your case studies and processes?	✓	
Leadership skills reinforced?	✓	
Teambuilding activities infused throughout?	✓	
Materials and templates to take back to the office?	✓	
Professional Toolkits included?	✓	
Strategic Planning as Capstone Project?	✓	
Continued mentoring by respected Leadership Board?	✓	
Ability to customize for teams and your organization?	✓	

ROI - Make educational budgets count.

Get On the Right Track to Success

Align Your Business Goals	Importance to business? 1-10	When do you need it completed?
Lead the industry and promote growth		
Set a clear vision for organization		
Develop a customer-centric innovation mindset		
Win consistently over competition		
Give employees a real sense of purpose		
Learn to understand your customer's needs		
Know why customers leave, and get them back		
Develop a clear roadmap to make goals a reality		
Gain employee support for business strategy		
Learn techniques to collect and visualize data		
Lead the Design Thinking Revolution at your company		

ROI - Save by aiming at the true target.

Get Your Attendance Approved Fast!

Use this “Convince Your Boss” letter to highlight the program benefits.

Dear [Approving Executive],

I'd like to attend the professional Design Thinking Executive Program at UCR Extension. This executive education program brings together senior marketing experts across multiple industries and functions, including digital innovators, strategic experts, Design Thinking thought leaders, and social media strategists. While there, I'll focus on implementing new design thinking strategies that will drive our business forward. I'll bring back new skills to impact our organization, as well as day-to-day projects.

This program gives me the opportunity to learn from the UCR Extension faculty and world's top marketing influencers. They'll share industry best practices and their own custom approaches to uncover insights and trends. Subject matter experts will present case studies to demonstrate the use of strategic marketing innovations in real-world scenarios.

During the program, I'll formulate a customized plan for our company and build our Design Thinking toolkit. As I work on the capstone project, I'll apply new concepts to our own organization, giving us a head-start on our initiatives.

Here's the list of topics that are relevant to an impactful ROI:

Social Strategy	Data Science & Design Thinking
Relevant Content	Analytics & Measurements
Systemic Approach	Ideation & Innovation
Prototyping, Testing & Iteration	Design Thinking Capstone Project

I'll return with presentations, content, new cross-industry relationships and best practices that we can implement immediately, both at the functional and business levels. I'd like the opportunity to review this with you and discuss how we can best maximize my time while at the program.

I look forward to discussing the event in further detail!

ROI - A program well worth the money.

Design Thinking Executive Program

Gathering innovators, subject matter experts and strategic thinkers in an unique learning environment.

Contact us for our upcoming class schedule
designthinking.extension.ucr.edu