PROFESSIONAL ONLINE LEARNING TO TRANSFORM YOUR LIFE

UCR EXTENSION DESIGN THINKING EXECUTIVE PROGRAM–ONLINE

You aspire to stand out from the others. You aim to be better and more valuable than your competition. Reaching this level of dexterity may have seemed out of your grasp. Until now.

YOUR OWN PACE IN YOUR OWN SPACE

Enjoy the benefits of online learning. Create your own schedule and complete the course at your convenience.

During the 8-module Design Thinking Executive Program, you’ll solve real-world challenges and use best practices developed by top companies. DT experts guide you through every step of your journey. Build your toolset and develop your unique, personalized Design Thinking Portfolio.

INDUSTRY LEADERS, PROFESSIONALS & EDUCATIONAL EXPERTS

Gain direct access to the world-renowned faculty, industry leaders who practice the art of Design Thinking every day. Learn more about our exceptional faculty at designthinking.extension.ucr.edu

ONLINE LEARNING BENEFITS:

• Absorb at your own pace.
• Easily fits into your busy schedule.
• Relax in your own environment.
• Replay video presentations.
• Review materials as often as needed.
• Partake in subject discussions.
• Download course templates to share.

Register at designthinking.extension.ucr.edu

951.824.6064
No other program delivers like UCR Extension online. The Design Thinking Executive Program meets the same high academic standards of UCR Extension, 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. Learn more details about the online Design Thinking Executive Program at designthinking.extension.ucr.edu

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.

### LEAD THE DESIGN THINKING MOVEMENT WITH YOUR EXECUTIVE PROGRAM FROM UCR
UCR Extension Design Thinking Executive Program provides you the differentiating factor. It proves that you have completed all modules, as well as the cumulative Capstone Project. You'll walk away with confidence and your own, professional Design Thinking Portfolio.

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Attend UCR Extension online learning to generate new ideas, conversations and solutions to help your company lead the industry and become more profitable.

Contact us to learn how you can begin your journey with the UCR Online Design Thinking Executive Program today!

CALL US TODAY
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