Design Thinking *for Executives*

A PROFESSIONAL DEVELOPMENT PROGRAM AT **CALIFORNIA STATE UNIVERSITY, CHICO**

DESIGN THINKING *FOR EXECUTIVES*, offered by Regional & Continuing Education at CSU, Chico, focuses on innovative thinking as a means of designing products and services. The Design Thinking for Executives program offers 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 adopt innovative practices developed by top companies.

Human Behavior + Innovation

In today's ever-evolving business landscape, professionals must re-imagine how they approach business. Teamwork and combining both creative and analytical approaches are integral to solving complex problems in an interconnected, competitive, and dynamic environment. Design Thinking promotes a human-centered approach to innovation by employing a set of methods and corresponding mindsets. It concentrates on rigorous means of understanding human behavior to articulate needs and desires, generate deep insights, develop design solutions, and critique and test those solutions.

Through this program, you will be guided by professional designers and educators who are experts in their field as you:

- Develop innovative thinking as a means of designing products and services
- Learn new ways to manage complexity, serve human needs, and create sustainable products that cater to both individuals and businesses alike
- Work in teams to complete complex real-world projects designed to train and develop your technical and analytical skills
- Gain the Design Thinking leadership insights needed to move innovation forward within your organization

Our expert faculty will help you combine both creative and analytical approaches to solve complex, real-world problems, while employing a set of methods and a corresponding mindset to promote a human-centered look at innovation.

Register Today for an Online Program

Distinguish Yourself as a Leader

Your Design Thinking for Executives Certification from Regional & Continuing Education at CSU, Chico proves that you have completed all program modules and the cumulative Capstone Project. You'll walk away with confidence and a professional Design Thinking Portfolio.

Register at rce.csuchico.edu/design-thinking

Online Program Curriculum

Enjoy a self-paced learning format in the 8-week Online Design Thinking for Executives program. This alternative experience to our in-classroom program offers the flexibility of choosing the place and time of your education to best suit your schedule and personal learning style. Are you looking for convenience of self study but still want to be able to ask questions and receive feedback from expert faculty? Our online course is just right for you.

Each of the program's eight modules is presented weekly, along with videos, references, assignments, chat, engagement exercises, and collaborative sessions. Your online learning experience includes: 8–10 short videos per week • Engagement activities and exercises that reinforce your new skills • Interaction with peers and faculty through the online learning portal • Participation in live virtual office hours with expert faculty and peers • The Professional Design Thinking Capstone Portfolio • Four weeks of post-program mentoring.

Module 1 ~ Introduction to Design Thinking

- Define Design Thinking as an effective approach to creative problem solving.
- Understand how human-centered design and methodology influence Design Thinking.
- Review of practices and case studies of Design Thinking in the real-world.

Module 2 ~ Designing for Empathy

- Identify effective approaches and tools for research.
- Design conversations and interviews that honor stakeholders.
- Frame problem statements that facilitate problem solving.

Module 3 ~ Introduction to Visualization

- Align the right visualizations to the right Design Thinking tools.
- Learn the visualization tools that best fit specific challenges.
- Explore the use of visualization tools in real-life scenarios.

Module 4 ~ Persona and Journey Mapping Design

- Create personas that describe stakeholder characteristics.
- Build journey maps that help define critical moments of truth.
- Identify the right tools for success measurement in customer experience.

Module 5 ~ Ideation in the Design Thinking Process

- Develop creative processes for developing new ideas.
- Understand mind-mapping and brainstorming approaches.
- Learn best practices for ideation workshops.

Module 6 ~ Prototyping

- Understand low and high-fidelity prototyping.
- Design approaches for bringing ideas to life.
- Discuss prototyping approaches and tools.

Module 7 ~ Validation

- Identify methods for researching and validating outcomes.
- Evaluate recommendations for stakeholder collaboration and participation.
- Develop considerations for design validation.

Module 8 ~ Design Thinking Implementation

- Develop processes for deployment and launch.
- Explore collaboration methods with stakeholders and success partners.
- Design plans for applying Design Thinking at your organization.

REGIONAL & CONTINUING EDUCATION
Design Thinking Certification
AT CSU, CHICO