Design Driven Innovation

Overview

Imperial's Design Driven Innovation programme is a 4-day course that guides participants towards becoming champions of design-driven innovation within their organisations. Drawing on the *Leading thru Design* framework developed by the Imperial Business Design Studio at Imperial College Business School, participants will enjoy four high-paced and interactive days. This programme focuses on a set of tools aimed at leading in a way that inspires innovative approaches to confront deeply embedded challenges in meaningfully and lasting ways. Combining the best of design thinking and cutting-edge insights into change leadership, this framework provides a new way for leaders to imagine what is possible in the face of daunting uncertainty and create enduring change that helps increase the adaptability of the organisation.

Participants will collaborate to apply the Design Thinking approach to solve a real challenge by learning how to identify and empathise with relevant users, synthesise compelling insights and co-create minimum viable business concepts. Building on that experience, participants will examine the organisational implications of innovative leadership and how to navigate the social and political aspects of disruptive change that inevitably arise in an organisation or team when attempting to implement innovation projects.

Who is this programme for?

This programme is suitable for mid to senior-level managers who want to increase their innovation capabilities, cultivate innovation in their organisations and become more effective innovative leaders.

Managers responsible for leading change projects will also find this programme useful.

No prior experience with design is required.

Participant Profile

– Kuwaiti national
– Minimum of 5 years managerial experience
– Applicants must submit a nomination letter from Human Resources and agree to the Terms & Conditions of the application.
– Proficient in English

Benefits for your organisation

Design and leadership insights to drive meaningful innovation within your organisation:

– Increased capacity for driving innovation through proven techniques
– Design principles and skills applicable to all managers interested in driving innovation
– Change leadership skills to navigate the social and political challenges of innovation

Certificate

Upon completion of the programme, participants will be awarded a verified Digital Certificate by Imperial College Business School Executive Education.

Note: As an executive education programme, participant attendance and contribution is key to the learning experience and value of the programme. As such, participants are required to attend 80% of the programme to receive their Certificate.

Programme details

4 Days, in person in Kuwait:
4 days in person programme
16–19 October 2023
08.00–16.00 Daily

Apply for the programme

Selection process

All applications will be reviewed by a selection committee. Applications will be assessed based on the applicant's experience, area of expertise, and comparative merit. Any late or incomplete submissions will not be considered.

Prospective participants with questions about the programme are encouraged to contact Enterprise Learning & Human Development

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