Register now for a two-day professional development workshop for business innovators, corporate leaders, marketers, and product development teams.

Human-Centered Design Thinking (HCDT) is a methodology that provides a new way to identify and solve customers' real needs while generating higher levels of customer empathy, employee inclusion, and organizational collaboration—key challenges companies face today.

“The HCDT program provided a greater value than other similar workshops I have attended. The case study is a real-life immersive exercise that provides teams the opportunity to be face-to-face with the audience for whom they are designing in their own environments.”

—Michael McCathren, Enterprise Innovation, Innovation and New Ventures at Chick-fil-A Inc.

“The Human-Centered Design Thinking Essentials workshop was certainly a worthwhile program for our business. The instructors kept everyone actively engaged throughout the process, and we left the program with new tools that are useful for all our business functions.”

—Chris Mitchell, Commercial Vice President at Futamura-Americas
In a hands-on workshop, participants apply proprietary HCDT tools to address the customer experience in real-world challenges.

Learning Objectives

- Develop rich understanding of your customer experience through deeper empathy.
- Understand the sources of new insights that lead to breakthrough ideas.
- Invent a natural rhythm and flow of creative problem solving and new ideas.
- Implement or refine an innovation framework that increases rewards and reduces risk.
- Formulate new ideas to "cross the chasm" of organizational barriers and constraints.

Instructors

David Sutherland | Senior Lecturer UGA
Senior Advisor, Intersection-Inc. | The Design Academy
Dr. David Sutherland is a Senior Lecturer at the University of Georgia's Terry College of Business and Senior Advisor at the design firm Intersection-Inc. David has 30 years of startup and corporate experience focused on innovative projects. His project work has taken him around the globe.

Joan Gregor | CEO
Intersection-Inc. | The Design Academy
Intersection-Inc., a design innovation consultancy, optimizes ROI by applying a rich array of perspectives through collaborative and interdisciplinary knowledge, which is key to solving today's complex, multi-dimensional issues. Joan integrates the organic creative process into tangible business and design strategies.

Participants earn a digital badge from The Design Academy recognizing them as an Ambassador for Human-Centered Design Thinking.

For more information: visit http://executive.terry.uga.edu/human-centered-design-thinking.php, or contact Juliette Christie | JulietteChristie@uga.edu | 404-842-4851

JOIN THE CREATIVE ENERGY IN THE HEART OF BUCKHEAD

May 6–7, 2020 | 8:30 a.m.–4:30 p.m.
$1,800 per person

Terry Executive Education Center
3475 Lenox Road NE, Suite 300
Atlanta, GA 30326

REGISTER @ http://executive.terry.uga.edu/human-centered-design-thinking.php

Completion of this workshop qualifies participants for credits toward a Certificate in Business Leadership from the Terry College of Business' Office of Executive Programs.

This program can be customized for firms and organizations. For more information, please contact Linda Read | linda.read@uga.edu | 404-842-4829.