

Design Thinking for Innovation

*Develop World-Class Capacity
in Innovation Competency*



OVERVIEW

In a fast changing world, customer needs are rapidly taking new forms, and business solutions are being updated to meet the new demands. In such a case, each organization should predict the emerging needs as quickly as possible and rush to come up with a viable business solution. In business practice, finding a commercially viable solution is not easy due to many obstacles, challenges, and unknowns on the way as well as the unpredictable customer reflection to the solution. Design Thinking is a relatively new methodology used in breakthrough organizations to tackle with a challenge, problem, or potential opportunity idea and complete certain tasks to reach an innovation solution. The training program, suitable for technical, business and social projects, has been enriched by including implementation experience in regional companies.

KEY BENEFITS

The program helps participants start from a technical, business, or social challenge of the organization or project, and carry out all necessary tasks step-by-step to develop a viable innovative solution. Particularly, following benefits will be gained during training:

- Defining the real goal and challenge of the project or process.
- Developing a value delivery map of the product or process.
- A competitive analysis of value creation in the market and learn innovative approaches.
- Generation and selection of innovation ideas overcoming business challenges.
- Prototyping the innovation idea, validation tests, and preparation for customer tests.
- Conducting customer tests, collecting data, and updating the innovation solution.

WHO SHOULD ATTEND

“Design Thinking for Innovation” is for people who have challenges or issues in commercial or real-life viability of the solution. It’s specifically designed for:

Engineers, designers, business developers, strategy developers, marketing analysts, supply chain employees, and leaders and managers at all levels.

SCHEDULE (40 HOURS)

Day 1

- Defining challenges, setting targets and test methods
- Developing or identifying the value delivery map

Day 2

- Lightening demos, gathering ideas
- Solution sketches, alternative concept development

Day 3

- Criticize alternatives, deciding on the best one
- Develop details of the solution

Day 4

- Build minimum viable prototype
- Conduct low-tech demo

Day 5

- Conduct users’ tests
- Get feedback and revise the solution

THE SCHOOL of Technology & Innovation

ABOUT THE SCHOOL

The School is an international research, training, and consultancy company, dedicated to provide guidance to technology development engineering and innovation engineering projects towards creating quantified value-propositions for all stakeholders, thereby, achieving competitive and sustainable business solutions.

ABOUT THE EXPERT (Dr. SUAT GENÇ)

Dr. Suat Genç is the founder and CEO of the School, who have more than 25 years of experience in the field of technology and innovation as a researcher, faculty member, engineer, consultant, and C-Level executive.

Dr. Genç is also currently a part-time adjust professor at Boğaziçi University and Board Member at Gebze Technical University Technopark in Turkey.

Up until recently, Dr. Genç served for 4 years as General Manager of BMC Power Company, developing Power-Packs (Engine, Transmission and Cooling Systems) for both military and commercial vehicles (e.g., Altay Main Battle Tank and Armored Vehicles).

Prior to these appointments, Dr. Genç was Vice President for 8 years at MAM and BİLGEM Research Centers of the Scientific and Technological Research Council of Turkey (TUBITAK). His responsibilities were methodology development for Strategy and Technology Management as well as developing new business models to transfer available technologies to industrial companies.

Dr. Genç served for 7 years as Product Development Coordinator at Turkish Institute for Industrial Management (TUSSIDE/TUBITAK), where he found the opportunity to provide professional R&D training and certification programs as well as consultation services to more than 500 companies.

Dr. Genç also worked for 5 years as a Senior Systems Development Engineer for Plug Power Fuel Cell Company (General Electric Global Research Center) in New York, where he was responsible for a wide range of technology and system development activities.

Dr. Genç received his BS degree in Mechanical Engineering from Istanbul Technical University (Istanbul, Turkey), and his MS and PhD degrees in Mechanical Engineering from Rensselaer Polytechnic Institute (New York, USA).

THE SCHOOL DIFFERENCE

The programs have been tailored by utilizing global theories and knowledge, but further enriched and enhanced by taking into account regional facts such as cultural differences, market realities, working people skills as well as management styles.

After all these adjustment and improvements, The School is ready to support regional organizations by providing step-by-step, easy-to-understand, and ease-to-implement premium process knowledge; primarily in "Technology" and "Innovation."

OUR PROFESSIONAL PILLARS

The School is dedicated to provide services in below core areas:

GLOBAL
R&D
SERIES

To make things **Work**

Technology Development Engineering

To **Meet** users' needs

Product Development Engineering

To have robust **Performance**

Process Development Engineering

To make an Innovative Idea **Viable**

Design Thinking for Innovation

To **Launch** an Innovative Product

Innovation Engineering

To **Sustain** an Innovative Company

NSF I-Corps Bootcamp

SILICON
VALLEY
SERIES