



TARGET AUDIENCE

- **Individuals** interested in exploring design thinking.
- **Design Professionals** searching for a fresh perspective
- **Small Business & Corporate Professionals** who want to incorporate innovative practices to invigorate their business
- **Community Constituents** associated with nonprofits, government and academia
- **Students** in higher education who recognize the need to re-design the way we think

BENEFITS

- Improved ability to solve problems and generate innovative solutions
- Increased use of design thinking to achieve competitive advantage in today's marketplace
- Exposure to new ways of thinking that affect product and process design
- Interaction and collaboration with design professionals across disciplines

METHOD OF INSTRUCTION

Coursework will be organized around case studies and a design project. Other methods will include: outside speakers, group discussion, group projects, mentor critiques and digital collaboration among the facilitator, students, and mentors.

**Sessions held on a series of Saturdays from September through December, 2010.
Dates and locations coming soon.**

REGISTER TODAY! www.TriadDesignLeadership.com