In this monthly series, we'll take a look at different aspects of design thinking. We'll also explore how design is sparking innovation across a wide range of industries, including government and non-profits, and throughout organizations, from Sales & Marketing to HR to Corporate Strategy.

Topics include:
• Designing experiences for customers & employees
• Spotting opportunities hidden in plain sight
• Rapid prototyping + feedback
• Using design to drive business development
• Storytelling as a design tool
• Role of diversity in innovation
Growth By Design
BREKFAST SERIES

2016 Schedule

Mar 17 What Is Human-Centered Design and Why Should I Care?
Apr 14 Designing Experiences for Customers AND Employees
May 12 Spotting Opportunities Hidden in Plain Sight
June 9 Rapid Prototyping + Feedback: Design’s Secret Sauce
July 14 Big Game Hunting: Using Design Thinking to Win New Business
Aug 11 Can Government Services Be Transformed by Design?
Sep 8 Art & Creativity as Catalysts for Innovation
Oct 13 Education by Design: Equipping Tomorrow’s Innovators
Nov 10 The Best Story Wins: Storytelling as a Design Tool
Dec 8 Overcoming the Curse of Knowledge: Diversity & Innovation
Growth By Design
BREAKFAST SERIES

Where:  UNC Charlotte Center City
        320 East 9th Street
        Room 804 / 805
        Charlotte, NC 28202
        (Google Maps)

Time:  7:30am – 9:00am

Cost:  $20, includes breakfast & parking