# Amy Jacobson

## Design Thinking with Emotional Intelligence

A high energy approach to solving complex problems using the Design Thinking method.

### Session Overview

Our natural approach to solving problems is to jump straight to solution mode. This often results in a band-aid approach that doesn't actually address the core problem. Design Thinking is a creative and innovative method to approach problem solving by understanding the user's needs, challenging assumptions, creating prototypes and testing designs with the intention to 'show don't tell' and 'build to learn' concepts.

The outcome is always focused around 'Desirable for People, Viable for Business and Feasibly Financial'.

Join me for this unique approach to Design Thinking leveraging the foundations of emotional intelligence and the core concepts of Design Thinking.

### Learning Outcomes

This fully inclusive and hands-on workshop has the attendees resolving a workplace complex problem or challenge together in a live workshop while learning the Design Thinking methodology to take back to their business.

Upon completion the attendees will:

- Have a confident and thorough understanding of the benefits of the Design Thinking process within the workplace.
- Be able to apply and implement the 5 key steps of Design Thinking to any complex problem solving.
- Utilise their human centered skills to innovate in their business.
- Identify a complex problem or challenge within their business ready to resolve with Design Thinking innovation.

**Amy is an Emotional Intelligence Speaker travelling from Perth, Australia, delivering keynotes and programs internationally.**

# Amy's 5 part EI methodology

## Session Outline - 1 full day

**Session 1:**

- What is Design Thinking?
- The history and benefits of Design Thinking.
- The 5 stages of Design Thinking.
- Case studies from around the world.

**Session 2:**

- Stage 1 - Empathize.
- The benefits and needs of Empathize.
- Common methods and how to apply them.
- Live activity to implement Stage 1 to our problem.

**Session 3:**

- Stage 2 - Define.
- The benefits and needs of Define.
- Common methods and how to apply them.
- Live activity to implement Stage 2 to our problem.

**Session 4:**

- Stage 3 - Ideate.
- The benefits and needs of Ideate.
- Common methods and how to apply them.
- Live activity to implement Stage 3 to our problem.

**Session 5:**

- Stage 4 - Prototype.
- The benefits and needs of Prototype.
- Common methods and how to apply them.
- Live activity to implement Stage 4 to our problem.

**Session 6:**

- Stage 5 - Test.
- The benefits and needs of Test.
- Common methods and how to apply them.
- Live activity to implement Stage 5 to our problem.

**Session 7:**

- Reflection and learnings
- Identification of workplace problem / project.
- Commitment and next steps.

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