

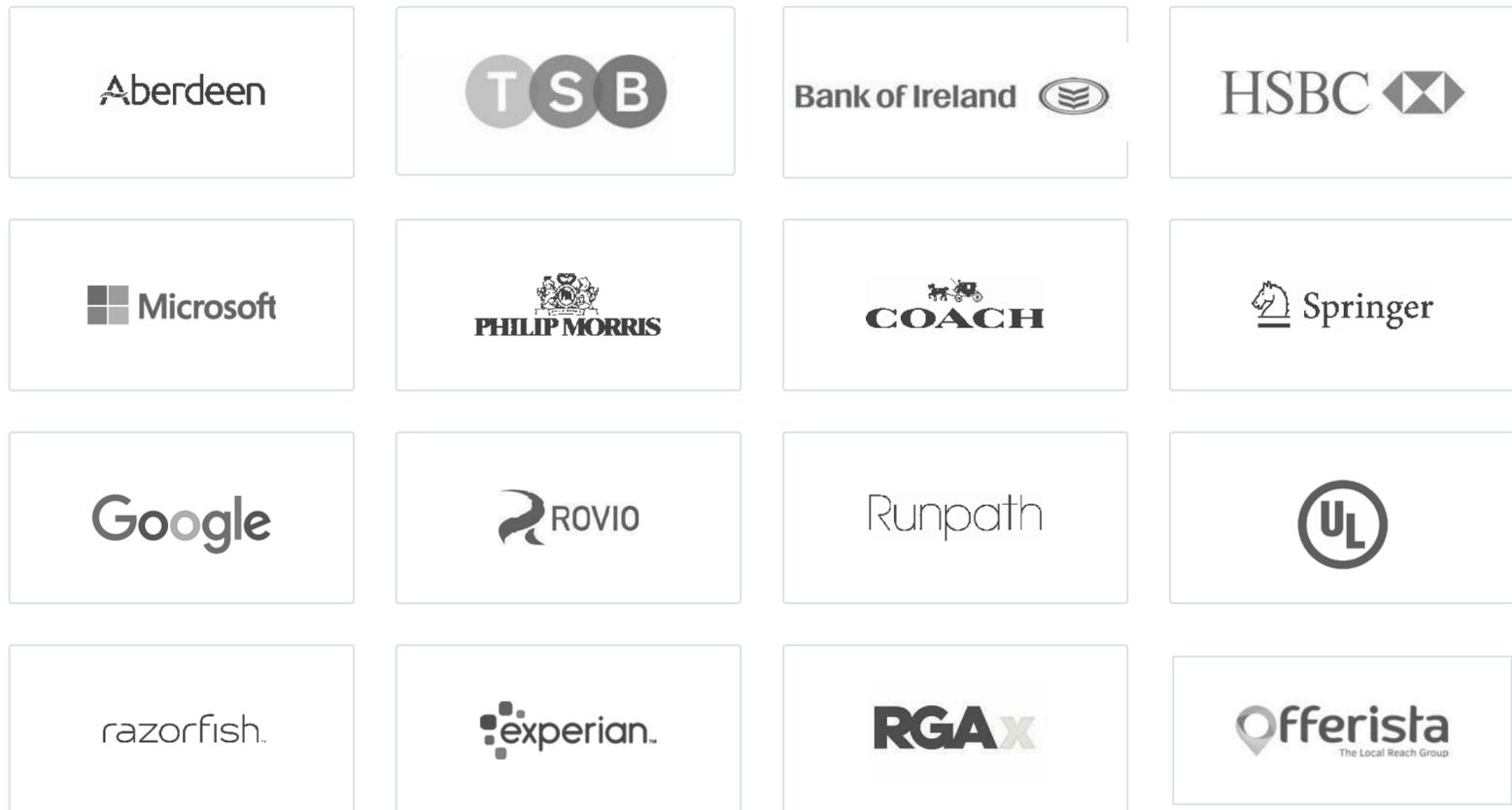
DESIGN SPRINT MASTER CERTIFICATION WITH JOHN VETAN

BENGALURU
3rd-7th DECEMBER, 2018

Brought to you by



Design Sprint Academy empower teams to innovate



Design Sprint Academy clients trust our expertise and recommend our services because:



Gavriel Magonet
Fintech Creative Technologist,
Strategist @ Runpath, London

"Working with Design Sprint Academy, we completely unlocked the benefits of design sprints promised in the book Sprint. Design Sprints are now a cornerstone of how we work and we continue to improve them with help from the Design Sprint Academy."



Dr. Cecile Mack
Director Digital Products & e.
Marketing @ Springer Medizin,
Berlin

"With all the different perspectives and the coaching of your facilitator we were able to develop, prototype, and test quite a different, innovative idea."



Jeff Azoudis
Sr. Mgr Finance, Accounting &
Reporting @ Philip Morris,
Cracow

"You are fantastic professionals and did well to keep such an energetic crowd focused and productive. I think the results speak for themselves. Thanks again."



Brindha Dyer
Director @ Digital-UL,
Chicago

"New Haircut's Design Sprint Academy worked with us to identify top business opportunities through their really engaging problem framing and design Sprint workshops, that ultimately kicked off our newly launched innovation program!"





MEET JOHN VETAN

John Vetan - Design Sprint Strategist & Co-founder Design Sprint Academy and New Haircut

John Vetan is an entrepreneur and digital enthusiast with over 15 years of experience bringing innovation into organizations. He has chartered the evolution of New Haircut's Design Thinking process and currently, as founder and strategist at the Design Sprint Academy, is helping organizations around the world to use and adopt Design Sprints as an effective way to innovate.

Over the past 2 years, Design Sprint Academy has developed additional training programs to complement the Design Sprint process, particularly centered on problem framing and train the trainer.

Design Sprint Academy also runs training sessions together with InVision and at Google's own Sprint Master Academy.

Get introduced to the quickest way to build a successful solution

You get certified.



Your company solves a real challenge in 5 days



The team gets empowered to solve challenges and to continue conducting this internally

5 DAY DESIGN SPRINT MASTER CERTIFICATION

DAY 1-2: DESIGN SPRINT EXPERIENCE

- ✓ Understand customers need, outline and map their journey
- ✓ Work with constraints to spark ideas & rally a team to get the most out of the combined team expertise
- ✓ Sketch innovative solutions in no time
- ✓ Create a MVP
- ✓ Test with real customers

DAY 3: PROBLEM FRAMING

- ✓ Learn how to address relevant aspects of a problem
- ✓ Identify and capture stakeholders perspectives and assumptions
- ✓ Make sense of the customer needs, perceptions and expectations
- ✓ Engage your team towards a common purpose

“Sprints can help you rapidly visualize and prove the value of solution ideas, so products can get to market faster.”
- Slalom

DAY 4-5: DESIGN SPRINT FACILITATION

- ✓ Learn the Design Sprint ground rules and mindsets
- ✓ Gain the ability to deal with disruptors: Prevention & Intervention
- ✓ Manage conflicts and difficult group dynamics
- ✓ Become more self-aware of your personal strengths & weaknesses
- ✓ Confidently run a Design Sprint

POST THE FIVE DAY TRAINING

The certification journey involves the following:

1. Pass the Theoretical Exam
2. Pass the Practical Exam and Evaluation

On successful completion become a Certified Design Sprint Master!



DAY 1-2: DESIGN SPRINT EXPERIENCE

Designed to help you learn by practicing the tools & techniques within a design sprint.

You'll learn the tools & techniques of the same proven, structured framework that Google Ventures has used to design, prototype and validate solutions for Uber, Slack, Blue Bottle Coffee and more.

The workshop is fast-paced, hands-on, timeboxed, and immersive. We'll move from an initial product idea to a hi-fidelity prototype we'll use to test on live customers. In 2 intensive days, you'll learn and practice different ideation techniques and the best methods to empathize with your customers, like Lightning Demos, Sketching, User Story Mapping, Prototyping and Customer Interviews.

KEY TAKEAWAYS

- ✓ Understand customers need, outline and map their journey
- ✓ Work with constraints to spark ideas & rally a team to get the most out of the combined team expertise
- ✓ Sketch innovative solutions in no time
- ✓ Make critical decisions fast
- ✓ Create an effortless MVP
- ✓ Validate concepts

“The go-to for time-boxed innovation sessions with an emphasis on collaborative ideation, solution sketching, prototype building, and user testing.”

OBJECTIVE

- At the end of this phase you will have a hands-on experience as part of the Design Sprint team and you will learn all the best practices needed to run successful Design Sprints.

AGENDA

Monday

- 09:00 Intro and warm-up
 - Empathy
- **12:00 Lunch**
- Goals and Sprint Questions
- User Journey Map
- Lightning Demos
- Solution Sketching
- 17:00 Day 1 wrap-up

Tuesday

- 09:00 Recap & warm-up
 - Decide
 - Storyboard
- **12:00 Lunch**
- Prototype
- Test
- Sprint Team Demo
- 17:00 Wrap-up



Read the [SprintBook](https://thesprintbook.com) thesprintbook.com



Download [DUCO](https://duco.newhaircut.com) duco.newhaircut.com



Come prepared for intense, hands-on activities



Bring your laptops

Pre-work



DAY 3: PROBLEM FRAMING

A 1-day, intensive session to give you all the necessary tools and knowledge for framing the right problem and making your Design Sprint a true success.

“Fall in love with the problem, not the solution”- Uri Levine, co-founder of Waze.

Identifying the right problem up-front is crucial for any Design Sprint and we have seen many ambitious Design Sprints fail when the stage isn't set properly or there is no common understanding of the actual problem.

We will help you take all the steps in the right direction and learn how to address relevant aspects of a problem, engage your team towards a common purpose and gain the confidence that you are tackling a problem worth solving in the Design Sprint.

KEY TAKEAWAYS

- ✓ Identify and capture stakeholders perspectives and assumptions
- ✓ Make sense of the customer needs, perceptions and expectations
- ✓ Learn to frame problems into actionable design challenges
- ✓ Align the team towards a common goal and purpose
- ✓ Gain the confidence that you are tackling the right problem worth solving in a Design Sprint

OBJECTIVE

- At the end of this phase you will have a clear picture of how to set a meaningful challenge for a successful Design Sprint.

“ When the organizational structure of the business is a barrier – sprints can foster collaboration across the business and bring different groups together. ”

- Alan Colville

AGENDA

Wednesday

- 09:00 Kickoff
 - Intro & Agenda
 - Typology of Design Sprints
 - Exploring the problem space
- 12:00 Lunch
 - 4W Framing
 - Research Synthesis
 - Problem Statements
- 17:00 Wrapup

Pre-work



Read the [SprintBook](https://thesprintbook.com) thesprintbook.com



Come prepared for intense, hands-on activities



DAY 4-5 DESIGN SPRINT FACILITATION

A 2-day, design sprint training for Design Sprint Facilitators

Knowing what to do is one thing; performing is another.

You've read the Sprint book. You've attended or even organized a Design Sprint or two. You love the framework and feel confident in the value it brings. Now you want to take your ability to innovate to the next level by becoming a skilled Design Sprint Master/ facilitator.

In this experiential learning journey, you'll be thrown into the fire. In the span of an intense 2 full days of immersive training, you'll learn how to plan the Design Sprint Week, communicate assertively, ask compelling questions, and encourage participation from multidisciplinary teams and people.

You'll additionally benefit by:

- Managing difficult group dynamics by beefing up your mediation skills
- Keeping team members focused on critical discussions by bolstering your influential skills

In a simulated Design Sprint, you'll be challenged to play the Design Sprint Facilitator role while receiving immediate and actionable feedback from professionals like yourself -- seasoned Design Sprint practitioners.

KEY TOPICS

- ✓ Design Sprint planning
- ✓ Design Sprint ground rules & mindset
- ✓ Nonverbal & para-verbal communication
- ✓ Asking the right questions
- ✓ Emotion management
- ✓ Conflict management
- ✓ Encouraging participation
- ✓ Decision making, focus & closure

KEY TAKEAWAYS

- ✓ Understand the role and what makes a good Design Sprint Master
- ✓ Learn the Design Sprint ground rules and mindsets
- ✓ Gain the skills by facilitating two different Design Sprint phases and also, by observing other facilitation styles
- ✓ Gain the ability to deal with disruptors: Prevention & intervention
- ✓ Manage conflicts and difficult group dynamics
- ✓ Self-awareness on your personal strengths & weaknesses



Class size is limited to 15 only.

Book a table!

If you have a vexing challenge and if you want five people to get trained and certified to continue to conduct this internally and if you believe in the design-led ways to augment analytical problem solving, you will need to “book a table” at the training. Tables are being allotted on a first come first serve basis.

Let's talk!

DESIGN SPRINT MASTER CERTIFICATION

Bengaluru
3rd-7th December, 2018

Speak to our team at :

1800-3000-9111
customer_relations@q-glue.com

For more information
www.q-glue.com

“

Design Sprint is a
Shortcut to Learning
without Building &
Launching

”

DESIGN
SPRINT
ACADEMY

QGLUE
A QAI Promoted Venture