***All times notes are Eastern U.S. (Boston) time**

DAY 1
9:00AM - 5:00PM

Introductions: Participant Introductions and Ice Breaker

Faculty Introduction; Leadership & Design Process (Lecture)

- Exploration, Empathy, and Expression; Creation; What is good design?; What is good culture?

Exploration and Empathy (Group Digital Field Exercise)

- Experience; Observations; Dialog & Need Statements

Break

Expression (Lecture)

Expression Exercise (Group Digital Studio Exercise)

- Image Boards; Personas; Storytelling

Group Presentations & Debrief

DAY 2
9:00AM - 4:45PM

Creating Vision & Emotional Value (Lecture)

- Strategy; Vision and Leadership; Balance (vision vs. feasibility vs. viability); Testing and Selection; Case Study

Making Demo & Emotional Prototyping (Group Digital Studio

- Introduce Design Challenge: Teams form strategies and review; Build, Test, and Iterate.

Break

Emotional Prototyping (Group Digital Studio Exercise) - *Continued*

Certificate Ceremony

Design Review & Team Report outs

Break

Leadership and Excellence—Program Reflection

Schedule subject to change