

# LEARN THE BERKELEY METHOD OF INNOVATION!



# Design Thinking Immersion Training

Now  
accepting  
application!

The 6 days *Design Thinking Immersion Training* for undergraduate and graduate students will be held online by the Berkeley Innovation Group. All great innovators in literature, art, music, science, engineering, and business have practiced *Design Thinking*. You will be able to learn *Design Thinking* and its process in use through this training course.

## Contents

- Recorded Content and Live Facilitation
- A six-week program
- Teams of four-to-five students
- One-hour of recorded content per week for six weeks
- One-hour of live facilitation per week for six weeks
- Additional hours of time outside of class (virtual support)
- Final deliverable is a prototype of a product or service to meet a user-centered need
- Sample of Recorded Content:  
<https://youtu.be/lc5SKnrtTqI>

## The number to be accepted

18 students

- ※ You will need to attend all the lectures.
- ※ A certificate of completion will be issued.
- ※ Free of charge (students)
- ※ We will stop accepting applications once the places for screening are taken (around 20 applicants).
- ※ **Faculty members (small number) can also participate** (US \$ 1,500 per person)

## Application

<https://edge-next.eng.tohoku.ac.jp/>

- ※ Fill in the required fields and send it to us. Also describe how you would like to utilize in the future the knowledge which will be gained by participating in this course (in English about 200 words).
- ※ The result of screening will be announced by e-mail.

## Application deadline

October 20<sup>th</sup>, 2020

Date	Content	Time (JST)
Nov. 8	Mindset	9-10am* recorded content
Nov. 15	Discovery	* anytime before live class
Nov. 22	Insights	10-11am
Nov. 29	Ideation	live +
Dec. 6	Prototyping	virtual support (via email, Slack, etc.) as needed
Dec. 13	Presentations	



### CLARK KELLOGG

FACULTY LEAD, INNOVATION, CREATIVITY + DESIGN PRACTICE

UC BERKELEY, HAAS SCHOOL OF BUSINESS  
CO-FOUNDER, BERKELEY INNOVATION GROUP

<https://designthinking.berkeley.edu/about-us/>  
<https://tbi.group/clark-kellogg>



### JEFF EYET

LECTURER, INNOVATION, CREATIVITY + DESIGN PRACTICE

UC BERKELEY, HAAS SCHOOL OF BUSINESS  
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<https://designthinking.berkeley.edu/about-us/>  
<https://tbi.group/jeff-eyet>



# LEARN THE BERKELEY METHOD OF INNOVATION

*Design thinking is a common language and shared mindset that powers innovation among leading entrepreneurs and corporations.*

**LIVE WEEKLY  
WORKSHOPS  
WITH UC  
INSTRUCTORS**

- Ask the right question by practicing "curiosity before judgment" and "comfort with ambiguity"
- Uncover human-centered insights users' to develop revolutionary products and services
- Practice low-cost prototyping of new ideas and rapidly iterate based on users' feedback

*Clients include:*

