

09.30	Welcome & Overview - Denis Hayes IRDG
09.50	Designing for the Long Term Future - Gerard O'Neill Amárach Research
10.10	Why Design Thinking? Driving Transformation in Business, Government and the Social Sector - Prof Jeanne Liedtka Darden Business School, University of Virginia
10.50	Fireside Discussion - Jeanne Liedtka & Gerard O'Neill chaired by Dr. Peter Robbins, EDEN Centre for Entrepreneurship, Design and Innovation
11.10	Tea, Coffee, Refreshments and Networking Break
11.45	The Designers Perspective - Brian Stephens Design Partners
12.00	Building your Toolkit as a Design Thinker – Choose Your Workshop: <div> <div>A</div> <div>B</div> <div>C</div> <div>D</div> </div> <ul style="list-style-type: none"> - Visual Thinking: Harness the power of visual methods to make your thinking accessible to others. Improve your ability to think and communicate using tools such as sketching (with Philip Barrett, Artist & Trevor Vaugh, Maynooth) - Telling the Story: Bring people to your project or innovation the way nectar brings bees to a flower! Answer the 'What' & 'So What' of any project with interest & intrigue (with Lesley McKimm & Jackie Larkin Newgrange Pictures) - Designing Experiments: The mantra of "Fail fast and cheap" - once considered an anomaly of Silicon Valley start-ups - is becoming accepted management wisdom. A series of popular new initiatives - from Lean Start-Up to Agile Development to Design Thinking - share a common emphasis on the vital role of experimentation. In this session, we will unpack and explore what it means to design and conduct experiments in the real world. - Ethnography: Learn how to achieve great customer insights by obtaining information from people from their own perspective. This will ensure you identify unmet, unarticulated needs so as to create new & compelling solutions (with Helen King Bord Bia and Randy Salzman)
13.00	Networking Lunch
14.00	Innovation in the Public Sector: Stories of What Works -Prof Jeanne Liedtka Darden Business School, University of Virginia
14.15	How Design Thinking contributes to Managing Ambiguity & Risk in Innovation - Dr. Tony O'Donnell Infosys
14.30	Building your Toolkit as a Design Thinker – Choose Your Workshop: <div> <div>A</div> <div>B</div> <div>C</div> <div>D</div> </div> <ul style="list-style-type: none"> - Visual Thinking: Harness the power of visual methods to make your thinking accessible to others. Improve your ability to think and communicate using tools such as sketching (with Philip Barrett, Artist & Trevor Vaugh, Maynooth) - Telling the Story: Bring people to your project or innovation the way nectar brings bees to a flower! Answer the 'What' & 'So What' of any project with interest & intrigue (with Lesley McKimm & Jackie Larkin Newgrange Pictures) - Designing Experiments: The mantra of "Fail fast and cheap" - once considered an anomaly of Silicon Valley start-ups - is becoming accepted management wisdom. A series of popular new initiatives - from Lean Start-Up to Agile Development to Design Thinking - share a common emphasis on the vital role of experimentation. In this session, we will unpack and explore what it means to design and conduct experiments in the real world. - Ethnography: Learn how to achieve great customer insights by obtaining information from people from their own perspective. This will ensure you identify unmet, unarticulated needs so as to create new & compelling solutions (with Helen King, Bord Bia and Randy Salzman)
15.30	My Experience of Pioneering Design Thinking within a multi-site Corporation - Stephen Harvey Logitech, Lausanne
15.45	Scaling Design Thinking and Innovation Efforts within an Organisation. "I'm in! Now how to grow from here?" - Christine Kurjan Innovation Delivery & Quiver Consulting
16.05	Panel Discussion: Scaling Design Thinking across your Organization - Chaired by Dr. Peter Robbins EDEN Centre for Entrepreneurship, Design and Innovation
16.35	Closing Remarks
16.45	Finish