



 **TIME** **PLENARY SESSION**

9.00 **Welcome & Overview | *Denis Hayes***
Managing Director, IRDG

9.20 **The Business Value of Design | *Rakhi Rajani***
Foresight, Futures and Innovation - Associate Partner, Design + Innovation at McKinsey & Company
 While leaders naturally want their company's products and services to be on the "good design" list, consistently delivering this goal is increasingly difficult. Furthermore, without definitive metrics linking design to business outcomes, the craft has yet to truly reach the level of C-suite importance... Until now. In 2018, McKinsey & Company correlated the financial data and design actions of 300 companies over 5 years. The results of the survey and underlying framework suggest that design is far more powerful than just eye candy on physical and digital products.

Parallel breakout sessions taking place in the Davin & Nally Suites

10.00 - 11.00 **Breakout 1** → What is Design Thinking by Frank Devitt and Trevor Vaugh, Maynooth University & The Arrive Academy
Breakout 2 → Ethnographic Research – getting closer to the truth of your customer's unmet needs by Hilary Kenna, IADT

10.00 **The Future of Healthcare is Digital....A Consumer designed Tsunami! | *Johnny Walker***
Founder Jinga Life, interventional radiologist & nuclear physician
Founder of the major medical tech company Global Diagnostics
 The current Hospital-based doctor-focused healthcare model is bent and buckled but not yet broken. Never has there been a more compelling time to redesign the way we care for the People of our Planet. Never before have we been more empowered to bring about genuine change through embracing simple mobile connected digital innovations to create safer, faster, cheaper and clinically more effective personalised solutions. We can now empower The Captain of Care in every Family in their own Home around the clock around the world... from the palm of their hands!

10.40 **What Design Thinking has thought me about life (and myself)! | *Siobhan Hennessy***
Head of Customer Experience at Musgrave Retail Partners Ireland
 Siobhan will bring you through her journey of implementing a Design Thinking approach and projects in Musgrave - What the learnings were and the outcomes of the projects. And how this approach has been hugely transformative for the delivery of better customer experiences.

11.10 **Tea / Coffee / Refreshments | *Enjoy!***

Parallel breakout sessions taking place in the Davin & Nally Suites

11.30 - 12.30 **Breakout 3** → Google Ventures Design Sprint: How to Solve Big Problems and Test New Ideas in just 5 Days by Raomal & Rohan Perera, Lean Disruptor
Breakout 4 → LEGO® Serious Play: An introduction to a facilitated thinking and problem-solving method by Karl Fitzpatrick, Elaine Bowden & John Hartnett, Bricks4Biz

11.45 **Innovating one of the world's most traditional industries through design thinking:
 The story of the BUA Saddle | *Martin Ryan* | *Director of Undergraduate Studies in Design Innovation at Maynooth University and Inventor and Founder of Bua Saddles***
 The BUA Saddle was the brainchild of Martin Ryan, a young Irish designer with a passion for innovation. The BUA Saddle was inspired by a design philosophy that challenges orthodoxies and focuses on improving performance of the product for horse and rider. The BUA Saddle patent was formally granted in 2014. The unique design is new to the world and the culmination of moments of inspiration and years of perspiration.

12.10 **Designing for user needs: How to stop thinking 'inside-out' | *Tansy Murray***
Vice President, CX & Design at Mastercard

It takes a cultural transformation to move from 'inside out' to 'outside in' thinking. At Mastercard, the cultural transformation is happening team by team. There is a shift from being 'technology led' to 'experience led'. We're moving from delivering 'the minimum viable product' to delivering 'the minimum valuable product'. This talk will look at how to bring about change at an organisational level and what practices can be adopted to embed design thinking into company culture.

12.35 **Unpacking Design Thinking: Exploring multiple lens' to identify growth opportunities | *Éadaoin McCarthy*** | *Director of Market Insights and Consumer Connect, Kerry Taste and Nutrition Europe & Russia*

I'll be demonstrating how we break down design thinking to make it accessible and valuable for everyone. I'll walk the audience through an example of how its practiced and applied, challenges faced and lessons learned.

13.00 **Design Thinking as Applied to Cities | *Ali Grehan*** | *Dublin City Architect*

In an increasingly urbanised world, cities hold the key to solving the problems of our age, or so the narrative goes. Ireland's own Project 2040 sets great store in developing our towns and cities. However, successful, liveable, problem solving cities don't happen by accident; they happen by design. But what does this mean? Ali's presentation poses this question in the context of insights drawn from decades working in and for Dublin City.

13.30 **Lunch | *Enjoy!***

Parallel breakout sessions taking place in the Davin & Nally Suites

14.00 - 15.00 **Breakout 5** → Using Design Thinking to Define Priorities by Damian Costello, Managing Partner, Decode Innovation

Breakout 6 → LEGO® Serious Play: An introduction to a facilitated thinking and problem-solving method by Karl Fitzpatrick, Elaine Bowden & John Hartnett, Bricks4Biz

14.30 **The Future of Innovation at the Intersection of Art & Design | *Domhnaill Hernon***
Vice President, Head of Experiments in Art and Technology at Nokia Bell Labs

Innovation and creativity are some of the most overused buzz words in modern society. If everything is "innovative" then surely nothing is?! How can you increase the creativity of a population when it can't be described by an algorithm or framework? These are examples of popular sound bites that generate "check-the-box" exercises and thus limit our ability to progress humanity through technological evolution. In this talk I discuss the need to deeply understand what innovation truly is (and is not) and I share real examples of ways to develop innovative solutions by fusing art and technology.

15.00 **Design Thinking vs Lean Startup - Are they complementary or competing frameworks | *Raomal Perera*** | *Consultant, Adjunct Professor of Entrepreneurship INSEAD & Entrepreneur*

Design Thinking is defined as a five-step process; Empathy, Define, Ideate, Prototype & Test. Lean Startup is a 3-step process, Build, Measure, Learn. A question I get asked is, "Is it one or the other? They both look similar? What do you think? Could they sit side by side? Or will we drown with more processes? Let me show you how they could sit together and complement each other to help us build products people want.

15.25 **Service Design hacks for Organisational Change | *Manuel Großmann***
Service Designer & Co-Founder of Fuxblau (Berlin)

In recent years organisations became increasingly aware that Design Thinking and Service Design offer high potential for innovation. While awareness for these approaches is a good first step, the true challenge remains in how to implement user-centred design methods in traditional organisations. After all, they require cultural and organisational change. In his talk Manuel will present hacks on how to apply service design in traditional organisations without having to change the entire organisation first. The talk provides hands-on examples and inspires to take action.

16.00 **Innovation readiness in teams: How to prepare your organization for a Design Thinking mindset | *Holly O'Driscoll*** | *former Global Design Thinking Leader at Procter & Gamble USA and CEO Ampersand Innovation*

How do you know if your team is ready to apply the Design Thinking method and mindset? What are the initial conditions that matter most when building Design Thinking capability in teams? In this talk, the idea of innovation readiness, how to measure it, and how to use it to increase the impact of your Design Thinking efforts will be discussed.

16.45 **Closing Remarks**



CONFERENCE BREAKOUTS

Davin & Nally Suites

10.00 - Breakout One

What is Design Thinking

by Trevor Vaugh & Frank Devitt, Design Innovation Maynooth

This breakout presents an overview of design thinking to those who are new to or unsure about the subject. Design thinking is a mindset that supports radical innovation and creative decision making. The mindset gives rise to a set of behaviours, enabled by a variety of practices and methods. We'll show you some select methods that we find very useful and describe case studies where they have been successfully used.

10.00 - Breakout Two

Ethnographic Research – getting closer to the truth of your customer's unmet needs | *by Hilary Kenna, IADT*

In a world where customers are spoiled for choice, it is clear that products and services must go beyond the functional to ensure positive customer feedback and retention. Customers want more than just their needs met. They want experiences that bring satisfaction, pleasure and ease. If you can make a customer feel valued, and give them added value, then it's likely they'll remain loyal to your brand, and perhaps even recommend your offer to others. But how do you get there? This breakout will help you look beyond quantitative data in order to delve into what customers really feel and why they behave the way they do. The workshop will introduce you to basic ethnographic research methods, why they are beneficial, and how you can begin to practice them in order to probe your customer's unmet needs.

11.30 - Breakout Three

Google Ventures Design Sprint: How to Solve Big Problems and Test New Ideas in just 5 Days | *by Raomal & Rohan Perera, Lean Disruptor*

How many meetings and discussions does it take before you can be sure you have the right solution? What's the most important place to focus your effort, and how do you start? What will your idea look like in real life? Our organisations face big questions every day. Now there's a surefire way to answer these important questions; the SPRINT. Jake Knapp created the five-day process at Google, where sprints were used on everything from Google Search to Google X. In this hands-on workshop, you will be given a taster of what a Design Sprint is about and the mindset necessary to be involved in one. You will be applying the Sprint principles in attempting to solve to a real-world problem within a limited time frame.

11.30 - Breakout Four

LEGO® Serious Play: An introduction to a facilitated thinking and problem-solving method | *by Karl Fitzpatrick, Elaine Bowden & John Hartnett, Bricks4Biz*

The LEGO® Serious Play Methodology will guide you into a free and honest exchange of opinion. You will be building landscape models with LEGO® elements, giving them meaning through story-making, and playing out various possible scenarios – a process which deepens understanding, sharpens insight, and socially “bonds” together the group as it “plays” together. The physical and tangible construction allows you to have conversations which flow, without the fear of treading on personal feelings. Real issues are addressed, and ultimately you will be able to see things through the eyes of your colleagues – and have them gain a better understanding of your perspective.

14.00 - Breakout Five

Using Design Thinking to Define Priorities

by Damian Costello, Managing Partner, Decode Innovation

While most typically used in the creative divergent stage of idea generation and the identification or unmet needs, this interactive workshop will show novices and experienced practitioners how to use Design Thinking in the more judgmental convergent stages of the innovation process. Helping participants to more effectively identify good ideas and prioritize next steps.

14.00 - Breakout Six

LEGO® Serious Play

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HANDS-ON WORKSHOPS

Booked Separately for June 26th, Croke Park



Wednesday, 26th June 2019



9.00am to 4.00pm



Croke Park, Dublin

Everyday Design Thinking

By Holly O'Driscoll

Holly O'Driscoll, Former Global Design Thinking Leader & Innovation Strategist, Procter & Gamble, USA and Founder and CEO of Ampersand Innovation, LLC

Yes, Design Thinking lives beyond the 2-3 day offsite workshop. Bringing the mindset into everyday business life can be a powerful way to shift the culture of an organization. In this workshop, we will explore ways to bring Design Thinking to life in a 1:1, in a team meeting, while influencing decision makers, and even on your own career. You'll learn practical tools for bringing more everyday Design Thinking to life, and attendees will leave with a toolbox of ways to get started immediately! In true Design Thinking form, come prepared to do, and not just talk!



Service Design

Facilitated by Manuel Großmann & Lutz Haase, Fuxblau (Berlin)

In recent years many industries are experiencing a dramatic change – from a product-focused to a services-oriented industry. A new 'service economy' has been born. Many of today's startups are creating digital services and form a very important part of the creative entrepreneurship scene. In Germany for example, almost 70% of the countries economic power is based on services.

Opposed to products, services are intangible. The "designing" of services relates to shaping an ecosystem of touchpoints, rather than stand-alone artefacts. Therefore, service design does not only focus on design in a traditional way (shape, aesthetics, usability etc.) but also incorporates strategic planning for service ecosystems and business models. This workshop will introduce the participants to the concept of service design and teach them the main methods and tools that are needed to create successful services. Two main perspectives will be considered: How to create a service that is desirable and usable from an end-user's perspective? How to build & create an economically viable service ecosystem?

