This 3-week program teaches design skills to the business leaders of tomorrow – and brings those skills to the business leaders of today.

**PROGRAM BENEFIT:**
Attendees will participate in an intensive, workshop-based training in the principles, methods and techniques of design. During that time, classrooms look more like art studios alive with poster boards, diagrams, magazine clippings, photographs, prototypes and Post-it notes. Participants will learn to use design principles to revolutionize the way they approach business with through a hands-on project focusing on fields such as brand management, product design, supply chain management and graphic design, the analytical and practical skills.

**PROGRAM FEATURES:**
- An overview of innovation and its importance to business survival.
- Learn to use Design Thinking to advance your organization’s current process for innovation and business development.
- Best practices through case studies and execution to development and application of innovation thoughts.
- Team-based design exercises.
- All domestic travel, room and board expenses included.

**GROUP SIZE:**
15 people and up

**DATES & COSTS:**
Customized upon request

**CONTACT:**
Office of Executive Leadership Education
Sullivan Hall G-15
1330 W. Poletti Walk
Philadelphia, PA 19122
Tel: (215) 204-5616
Email: OELE@temple.edu
www.temple.edu/ELE