

BEING AGILE

– APPLICATION WORKSHOP DESIGN THINKING AND SCRUM

November 15–16, 2018
ESMT Berlin



**Executive Education
Ranking 2017**

**The most recent international rankings
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Financial Times ranks ESMT 8th worldwide in
executive education and number one in Germany



JENS WEINMANN, BAG Program Director



BIANCA SCHMITZ, BAG Program Director

BAG FACULTY

BIANCA SCHMITZ (PROGRAM DIRECTOR)

is a co-director of the Hidden Champions Institute (HCI) and a program director at ESMT Berlin. She is responsible for establishing new international alliances with other business schools, institutions and networks, such as the Global Network for Advanced Management (GNAM). Her focus lies on agile innovation processes, especially of so-called Hidden Champions. She has been trained in Design Thinking by Hasso Plattner Institute and is a certified SCRUM Product Owner. She studied Regional Sciences of Latin America at the University of Cologne and finished with a diploma. Her focus was on economics and the Spanish language. Bianca worked for three years at the International Association for Sports and Leisure Facilities (IAKS), a nonprofit organization based in Cologne, Germany, with branches throughout the world. Bianca's international profile is supplemented by two years of work experience in Spain.

JENS WEINMANN (PROGRAM DIRECTOR)

is a program director at ESMT Berlin. From 2007 to 2009, he worked as a manager at the economic consultancy ESMT Competition Analysis. Jens' research focus lies in the analysis of decision making in regulation, competition policy, and innovation, with a special interest in energy and transport. He received his PhD from London Business School in decision sciences.

TUITION*

€2,400

Program prices are net prices. Value-added tax will be added where it is legally required. Deductions for items such as banking fees, withholding taxes, or cash discounts for prompt payment are not possible.

According to Art. 132 (1) i of the Council Directive 2006/112/EC of 28 November 2006 on the common system of value added tax, this service is exempt from VAT.

* Tuition includes all program material, on-campus meals, and selected evening events.

For general terms and conditions go to:

www.esmt.org/gtc

WHO SHOULD ATTEND

Executives who believe their teams have the potential to be more creative and who seriously want to listen to their customers as well as generate new ideas that fulfill their customers' needs. Executives who believe that each step toward a more innovative organization starts with their own initiative, and who want to learn how processes can become leaner and more efficient in their organizational implementation.

KEY BENEFITS

Participants will learn the basic principles of the Design Thinking process. They will familiarize themselves with each step of this process: understanding their customers' needs, conducting interviews, implementing creativity methods, as well as prototyping and testing.

In the first part of the workshop, participants will learn how to incorporate customer-centric innovation into their teams and own organizations. In the second part, participants will enhance their ability to efficiently and effectively implement innovation within their organizations using a framework called "Business Model Canvas" as well as elements of the agile methodology "Scrum". In addition, each program is an opportunity to promote and retain valuable personnel, gain new perspectives, and establish a solid network of global contacts.

As a customer-centric, hands-on approach to innovation, Design Thinking methods have succeeded in large companies and are now gaining traction in medium-sized enterprises, NGOs, and governmental institutions as well.

In the first phase of the workshop, as part of small groups, participants will apply Design Thinking methods to explore, define, prototype, and test their innovations. They will conduct real-life interviews with potential customers/users and pitch their innovations in front of their peers.

The second phase of the Being Agile program will focus on the implementation and scaling of innovations. Participants will use their group's innovation project to become acquainted with the Business Model Canvas in order to move from prototype to market rollout. Participants will familiarize themselves with the basic principles of the agile methodology Scrum, which was originally developed for software programming teams to enhance their efficiency and effectiveness. In one iteration of a so-called Scrum sprint, participants will experience why this method has become so popular among organizations.

The workshop concludes with a session that allows participants to individually and collectively reflect upon which methods could be transferable to their teams, units, or companies.

TOPICS INCLUDE

- ✓ The steps and phases of Design Thinking
- ✓ How to conduct interviews with potential customers
- ✓ Brainstorming techniques
- ✓ Pitch training
- ✓ Business Model Canvas
- ✓ The agile methodology Scrum

METHODS

The workshop is a practical hands-on exercise that enriches the participants' options for stimulating innovation within their organizations. They will learn the six steps of the Design Thinking process – understand, empathize, define, ideate, prototype, and test – and will participate in a short pitch-training. They will apply the Business Model Canvas and, within groups, will observe how the agile methodology Scrum can enhance the implementation process.

BAG PARTICIPANT GROUPS

REPRESENTATIVE JOB TITLES OF FORMER PARTICIPANTS INCLUDE

Digital Business Consultant, Head of Fleets Sales,
Head of Leadership and Management Programs,
Manager, Owner, Partner, Prinzipal

COMPANIES REPRESENTED INCLUDE

Allianz, E.ON, Flesch Communication & Change,
MAHAG, MAN, Siemens

COUNTRIES REPRESENTED INCLUDE

Brazil, Germany

POSTGRADUATE DIPLOMA IN MANAGEMENT – YOUR RETURN ON INVESTMENT

The Postgraduate Diploma in Management is a university-level certificate offered by ESMT Berlin. To acquire this diploma, candidates have to enroll for a minimum of three program weeks (18 days) spread over a period of 30 months. The postgraduate syllabus covers all major topics on leadership and general management.

We have further divided the course of study into three tracks: Leadership and Social Responsibility, Managing Technology, and General Management. The tracks allow participants to customize their course of study to suit their personal needs.

The programs have been designed – and will be led – by ESMT faculty members and ESMT visiting faculty, who will also advise participants throughout their studies. Programs are offered in both German and English.

Tuition fees vary, depending on the number of programs participants choose.

Being Agile (BAG) is part of the cluster Managing Technology and Strategy and counts toward 2 of the 18 days necessary to gain the diploma.



For more information go to:
www.esmt.org/postgraduatediploma



ADMISSIONS MANAGER

Our admissions manager, Annabell Jahr, will be glad to answer any questions you might have regarding this program.

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annabell.jahr@esmt.org



PROGRAM MANAGER

With respect to the program's organization and your accommodation during the program, please contact the program manager, Luisa Steffen.

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