

### Day 1

8:15 AM – 9:00 AM	<b>Registration &amp; Breakfast</b>
9:00 AM – 9:15 AM	<b>Introductions: Participant Introductions and Ice Breaker</b>
9:15 AM – 11:30 AM <i>(Includes a 15min Break)</i>	<b>Faculty Introduction; Leadership &amp; Design Process (Lecture)</b> <i>Exploration, Empathy, and Expression; Creation; What is good design?; What is good culture?</i>
11:30 AM – 12:30 PM	<b>Exploration and Empathy (Group Exercise)</b> <i>Experience; Observations; Dialog &amp; Need Statements</i>
12:30 PM – 1:30 PM	<b>Lunch</b>
1:30 PM – 2:30 PM	<b>Expression (Lecture)</b>
2:30 PM – 4:00 PM	<b>Expression Exercise (Group Exercise)</b> <i>Image Boards; Personas; Storytelling</i>
4:00 PM – 5:00 PM	<b>Group Presentations &amp; Debrief</b>
5:00 PM – 6:00 PM	<b>Reception</b>

### Day 2

8:30 AM – 9:00 AM	<b>Breakfast</b>
9:00 AM – 11:00 AM <i>(Includes a 15min Break)</i>	<b>Creating Vision &amp; Emotional Value (Lecture)</b> <i>Strategy; Vision and Leadership; Balance (vision vs. feasibility vs. viability); Testing and Selection; Case Study</i>
11:00 AM – 12:30 PM	<b>Making Demo &amp; Emotional Prototyping (Group Studio Exercise)</b> <i>Introduce Design Challenge: Teams form strategies &amp; review; Build, Test, and Iterate</i>
12:30 PM – 1:15 PM	<b>Lunch</b>
1:15 PM – 1:30 PM	<b>Executive Certificate Ceremony</b>
1:30 PM – 2:45 PM	<b>Emotional Prototyping - continued (Group Studio Exercise)</b>
2:45 PM – 3:45 PM	<b>Design Review &amp; Team Report outs</b>
3:45 PM – 4:00 PM	<b>Break</b>
4:00 PM – 4:45 PM	<b>Leadership and Excellence - Program Reflection</b>

**Day 1**

9:00 AM – 5:00 PM

**Introductions: Participant Introductions and Ice Breaker**

**Faculty Introduction; Leadership & Design Process (Lecture)**

*Exploration, Empathy, and Expression; Creation; What is good design?; What is good culture?*

**Exploration and Empathy (Group Digital Field Exercise)** *Experience; Observations; Dialog & Need Statements*

**Break**

**Expression (Lecture)**

**Expression Exercise (Group Digital Studio Exercise)**

*Image Boards; Personas; Storytelling Group Presentations & Debrief*

**Group Presentations and Debrief**

**Making Demo & Emotional Prototyping (Group Digital Studio)** *Matthew Kressy*

**Expression Exercise (Group Exercise)**

*Image Boards; Personas; Storytelling*

**Group Presentations & Debrief**

**Day 2**

9:00 AM – 4:45 PM

**Creating Vision & Emotional Value (Lecture)**

*Strategy; Vision and Leadership; Balance (vision vs. feasibility vs. viability); Testing and Selection; Case Study*

**Making Demo & Emotional Prototyping (Group Studio Exercise)**

*Introduce Design Challenge: Teams form strategies & review; Build, Test, and Iterate*

**Break**

**Emotional Prototyping - continued (Group Studio Exercise)**

**Executive Certificate Ceremony**

**Design Review & Team Report outs**

**Leadership and Excellence - Program Reflectio**

**Break**