

**\*\*\*All Times Noted Are Eastern (Boston, MA) Time**

**DAY 1**  
**9:00AM - 5:00PM**

**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**

**DAY 2**  
**9:00AM - 4:45PM**

**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 Digital Studio Exercise)**

- Introduce Design Challenge: Teams form strategies and review; Build, Test, and Iterate.

**Break**

**Emotional Prototyping (Group Digital Studio Exercise) - *Continued***

**Certificate Ceremony**

**Design Review & Team Report outs**

**Break**

**Leadership and Excellence—Program Reflection**