

Day 1

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

Day 2

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

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