

Design Thinking Innovation Session

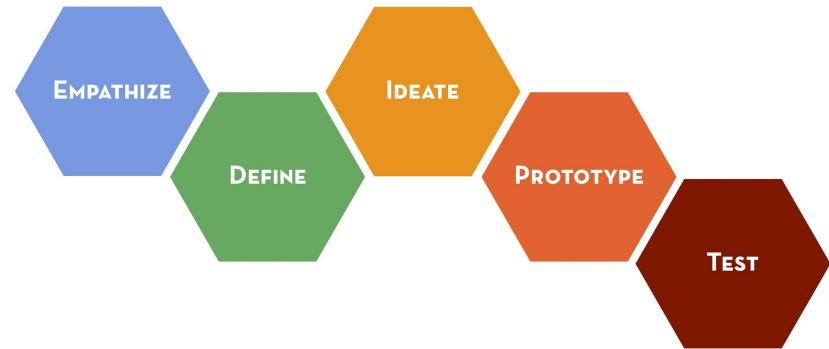


As a part of Algebra's digital marketing conference "From digital marketing to marketing of digital era 2017" we have the privilege to announce "Design Thinking Innovation Session" with Anja Svetina Nabergoj from Stanford University.

About Workshop

This Innovation Session will expose you to the principles of human-centered design and inspire a conversation about the role of empathy, prototyping and radical collaboration in the innovation process.

While the session focus will be on a first-hand experience of design thinking, we will also spend time sharing stories and examples of companies using design thinking. Using Design Thinking as a framework, workshop participants will tackle a hands-on innovation challenge. You will complete the workshop with an understanding of the design thinking process as well as how you can incorporate it into your work.



About Anja

Anja Svetina Nabergoj (PhD) is Lecturer at Hasso Plattner Institute of Design at Stanford University, where she teaches Executive Education programs and graduate level innovation classes. In her work she focuses on helping individuals, teams and organizations build their creative confidence and reach innovation potential. She has been working with organizations across USA, Europe and Asia including Bill&Melinda Gates Foundation, JetBlue, Coca Cola, GM, Kellogg and Genentech. Anja is also appointed as Associate Professor of Entrepreneurship at the University in Ljubljana in Slovenia where she focuses on developing and using design thinking methodology and adapting it for entrepreneurship courses and business school curriculum. She has contributed chapters to books published by Edward Elgar and Routledge and is publishing in scientific journals, including European Management Journal.



Program

- When: Thursday, 8th of June 2017
10:00 AM - 2:00 PM
- Where: Algebra University College campus, Ilica 242,
Zagreb
- Who: 30 participants
- Price: 2.299,00 kn (VAT not included)

For all information please contact vanja.sebek@algebra.hr.



Location

The workshops will take place on University College Algebra campus Zagreb in Steve Jobs classroom.

