



## Stanford Advanced Project Management Certificate

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### Project Innovation Through Design Thinking (XAPM230)

#### Sample Agenda

#### Primary Instructors

*Pamela Hinds, Banny Banerjee, Julie Stanford, Tim Wasserman, Michael Barry*

#### Huang Building, Stanford University

**7:00–8:00** Registration and Continental Breakfast

**8:00–8:40** Introduction

**8:40–9:45** Design Thinking

**9:45–10:00** Break

**10:00–10:45** Brainstorming

**10:45–12:00** Using Prototyping for Inspiration

**12:00–1:00** Lunch

**1:00–2:45** Design Challenge

**2:45–3:00** Break

**3:00–4:40** Design Challenge, *continue*

**4:40–5:00** Reflection

**5:30** Reception—Stanford University Campus



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## **Huang Building, Stanford University**

**7:30–8:00 Continental Breakfast**

**8:00–10:00 Designing for Others**

**10:00–10:15 Break**

**10:15–12:00 Fundamentals of Cross-Cultural Design**

**12:00–1:00 Lunch**

**1:00–2:45 Empathetic Design**

**2:45–3:00 Break**

**3:00–4:40 Reframing to Generate Insights**

**4:40–5:00 Reflection**

## **Huang Building, Stanford University**

**7:30–8:00 Continental Breakfast**

**8:00–10:00 Storytelling and Narratives**

**10:00–10:15 Break**

**10:15–11:30 Innovating from Stories**

**11:30–12:00 Reflection**