

# Designing for people.

*A three day programme to learn how to use a Human-Centred mindset in designing for your clients, yourself and your world.*

MELBOURNE, AUSTRALIA / 11, 12 & 26 JULY 2017

## WHY DESIGN FOR PEOPLE?

Our three day capability building program focuses on adopting human-centred mindsets. Human-centred mindsets enable you to see things from many different perspectives, be open, and believe that anything is possible. This is important as customer expectations are continually increasing and constantly changing, demanding more personalised and customised services.

To truly understand customers' needs and how they experience your services or products you need to start by asking powerful questions and building empathy for them to understand their context.

## WHAT IS HUDDLE ACADEMY?

Huddle Academy is Huddle's capability building program. We design and deliver experiential learning programs introducing the mindset, skill set and tool set of human-centred design. Our intention is to enable you to embody the principles of human-centred design—empowering you to lead human-centricity in your organisation and in your life. Our programs support you in adopting a new way of thinking that places people at the centre of everything you do.

We use the tools, frameworks and theory we teach in Huddle Academy at Huddle everyday.

## WHAT IS HUMAN-CENTRED DESIGN?

Human-centred design helps you navigate rapidly changing environments and creates experiences that resonate with people. It is an approach to purposefully and meaningfully solve challenges or create ideal futures. It focuses on all people involved in a system and seeks to build deeper insight into their motivations and aspirations so you can create better experiences for them.

## HUDDLE ACADEMY IS UNIQUE.

We educate and equip you to enact and enable meaningful change in the world. We focus on:

### TRANSFORMATIVE LEARNING EXPERIENCES

Our workshops are a unique blend of class, small groups and individual activities complemented with practical application and critical reflection to transform your work practices.

### LEARNING THROUGH DESIGN

We develop capability in human centricity through design. This means we focus on developing the mindsets and knowledge sets of human centricity by using the skill sets and tool sets of design.

### EMPOWERING PEOPLE

Our programs empower you to maximise the impact of your work and embody your full potential. They are designed with academic rigour, and translated for practical application.

### CROSS-INDUSTRY COLLABORATION

We attract participants from all sectors and diverse industries. You will have the opportunity to build relationships and work with a range of people from different backgrounds.

Huddle Academy



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## *What you'll learn in this course*

In our 'Designing for people' program you'll work on a design challenge created for you. You'll be introduced to a specific problem, research this problem, analyse your findings, generate ideas, prototype those ideas and then test and iterate them before a final reveal of your solution.

You'll be introduced to different tools and frameworks. You'll learn about the mindset, strategies, and experiences, that will equip and enable you to lead human centricity and continue this practice in your day to day work.

### DAY 1: DISCOVERY

On the first day you will be focusing on building understanding of human-centred principles and navigating complex situations. You'll be introduced to the design challenge and start doing design research. You will:

- Learn human-centred design principles and mindsets and how these are applied in practice.

- Immerse yourself in your design challenge holistically and from multiple perspectives.

- Learn to research effectively and navigate complex problems.

### PRICING.

Attendance at 'Designing for people', including all course materials, toolkit and 'This Human' book.

\$2895 + GST Full price  
\$1995 + GST Group rate (3+)  
\$2395 + GST Government and Not-for-profit price

### DAY 2: EXPLORING POSSIBILITIES

On the second day you'll focus on growing a greater understanding of empathy and collaboration through curiosity and experimentation, as well as a deeper knowledge of tools and frameworks that will allow you to continue your practice. You will:

- Build awareness of varying motivations that drive human behaviour and how this impacts on experience and practice.

- Deep-dive into empathy.

- Enhance your ability to collaborate effectively and meaningfully with people.

- Experiment, test and iterate solutions.

### DAY 3: MAKING IT REAL BY WORKING WITH BELIEFS

Working with beliefs is the theme for our last day. Working with beliefs makes you aware of what is informing your thinking. It provides insight into the role of mindset, enhances your communication skills and provides strategies for applying human-centred ways of working in your practice. You will:

- Deep-dive into mindset.

- Develop your ability to communicate complexity.

- Discover the hidden world of design: your inner self.

- Understand and reflect on your own beliefs.



For more information give Kristina a call on +61 3 8376 7509



Click [HERE](#) to learn more through our website.



Click [HERE](#) to email Kristina with any enquiries.



Click [HERE](#) to see what a graduate has to say about their experience.

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