

Designing for people.

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

FOLKESTONE, UNITED KINGDOM / 25 & 26 APRIL 2017



HUMAN-CENTRED DESIGN

Our two day programme teaches you about mindset and how you can use it to creatively observe and solve problems from another person's perspective. When you can effectively put yourself into the shoes of your customer and discover their personal needs, you can thrive in a world where expectations and the demand for personalised services are constantly increasing. This is Human-Centred Design, and this open and empathetic mindset is vital to the survival of any 21st Century organisation.

Human-Centred Design helps you navigate rapidly changing environments and creates experiences that resonate with customers. It is an approach to purposefully and meaningfully solve challenges and 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 be of better service to them.

HUDDLE'S ACADEMY

Huddle is a strategic design bureau located in Australia and Europe. Our purpose is to do meaningful work and positively affect humanity. We are a multidisciplinary team of thinkers, makers and doers who thrive on tackling complex problems, and we use our knowledge, creativity and experience to help our clients discover new forms of value and impact.

We have developed Huddle Academy as a way to pass along our insights, tools, frameworks and learnings so we can have a bigger and more positive impact in the world. Our intention is to enable you to embody the principles of Human-Centred Design and to empower you to use Human-Centricity in your organisation and daily life. We support you in learning to adopt a new way of thinking that puts people at the heart of everything you do— this is how we work at Huddle every day.

A UNIQUE PROGRAMME

We educate and equip you to have meaningful impact and affect positive change in the world. We focus on:

TRANSFORMATIVE LEARNING

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

LEARNING THROUGH DESIGN

We focus on developing the mindsets and knowledge sets of Human-Centricity by using the skill sets and tool sets of design thinking.

EMPOWERING PEOPLE

Our programs are designed with academic rigour, translated for practical application. Our focus is to help you maximise the impact of your work so that you can reach your full potential.

CROSS-INDUSTRY COLLABORATION

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

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Folkestone's Story

50 years ago, Folkestone was one of the UK's most fashionable sea-side destinations. In the last decades, a decrease in tourism and traditional local industries led to the town's decline. Since 2004 a bold strategy has been developed to regenerate key areas of the Old Town, focusing on bringing major improvements in education and to establish new opportunities for the enjoyment of residents and visitors in the areas of art and sports. This has resulted in a brighter future for the town, generating new employment opportunities and generally making Folkestone a better place in which to work, live and visit. Huddle has been a key partner in bringing the focus on the human element of the regeneration.

WHAT YOU'LL LEARN

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 learn how to use different tools and frameworks that will help you along the way, and you'll learn about the mindset, strategies and experiences that will enable you to continue to practice and use Human-Centricity in your day to day life and work.

DAY 1: DISCOVERY

On the first day we will involve ourselves deeply in the design challenge. We will be doing design research and focus on building understanding of Human-Centred principles and navigating complex situations. You will:

Understand the principles and value of being Human-Centred and how this is applied in practice.

Understand different problem types and enhance your ability to approach problems holistically and from multiple perspectives.

Increase your understanding of complexity and holistic thinking.

DAY 2: EXPLORING POSSIBILITIES

We will focus on growing your 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 the varying motivations that drive human behaviour and emotions and how this impacts on experience and practice.

Develop your ability to empathise at a range of levels with yourself, customers, colleagues and your organisation.

Enhance your ability to collaborate effectively and build relationships.

Interested in joining us at Huddle Academy?

Visit our [WEBSITE](#) for more information or email us at HA.EUROPE@WEAREHUDDLE.COM

Huddle Academy

