



# DESIGN THINKING WORKSHOP

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## Brochure

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## Workshop Format

The workshop includes a 1h session, to guide you over a selection of topics. The scope, duration, and format of the session can be fully tailored to address your particular business and team's requirements. Access to support material is enabled, which includes charts, summary tables, and templates in digital format to ease the application of these methods to your particular needs.

Workshop sessions are scheduled at your convenience from the bookable calendar [available here](#), in any of these formats:

- Interactive video-conference via Google Meet (+ CHF 0,00.-)
- In-person at client's business facility (+ CHF 25.-)
- Full HD video recording for on-demand streaming (+ CHF 0,00)
- Rented seminar room, option for corporate groups, min.: 5 participants (+ CHF 55.-)
- In-person at WESTLINK, only for single participants (+ CHF 15.-)

## Workshop Agenda (1h)

- **Welcome & group introduction (5 min)**
  - Agenda
- **Workshop introduction (5 min)**
  - Problem & importance of the topic
  - Knowledge & skills to acquire
- **Overview of Methods, Tools, and Techniques (25 min)**
  - Presentation of a Case Study (15 min)
- **Take-home messages (5 min)**
  - Final words (5 min)



## Workshop Agenda (4h)

### A - Preparation

- Survey to align expectations
- Brochure with a synopsis of the seminar's content

### B - Workshop Session

#### Welcome & Group Introduction (10 min)

- Presentation of agenda & instructions (5 min)
- Topic introduction: business problem addressed and knowledge & skills to gain from the session (5min)

#### Topic Presentation (30 min)

- Discussion of project management approach, industry best practices & emerging concepts (20 min)
- Q&A, Group Dynamic (10 min)

#### *Break (10 min)*

#### Case Study 1 (30 min)

- Group discussion of a selected case study (20 min), featuring previously presented strategy
- Q&A, Group Dynamic (10 min)

#### Teamwork (30 min)

- Introduction to the activity & distribution of tasks (5 min)
- Teamwork & support with clarifications (25 min)

#### Catering (25 min)

- Snack, included in the offer (25 min)

#### Teamwork Presentations (25 min)

- Digital/paper-based presentations (15 min)
- Group discussion (10 min)

## Cont. Workshop Agenda (4h)

### Tools & Techniques for Work Improvement (30 min)

- Presentation of tools & techniques (20 min)
- Q&A, Group Dynamic (10 min)

*Break (10 min)*

### Case Study 2 (30 min)

- Group discussion of a selected case study (20 min), featuring discussed tool & techniques
- Q&A, Group Dynamic (10 min)

### Conclusions (10 min)

- Group reflection (10 min)
- Closure

### C - Follow-up

- Distribution of *Certificates of Participation*, session survey, and instructions to access Premium Digital Content (further strategies, tools, and techniques), as well as a full HD video recording of the session's content
- (Optional) follow-up consultation to discuss the implementation of method/tool/strategy

## Content Outline

The following list provides a range of topics that can be covered in the workshop session. The scope can be fully tailored to your team's requirements.

- Activities include assumptions and questions, stakeholder & empathy map, cognitive walkthrough, among others
- Understand essential elements & full process of design thinking
- Collaborate with your team
- Create a research plan
- Synthesize research
- Deliver on big ideas
- Refine through feedback
- Prioritize to user outcome

## Session Toolkit

The following material will be available to each participant upon registration:

### Resource Download

- Exercise templates for download
- References for further consultation
- Workshop slides in PDF format: stored in Google Drive

### Access

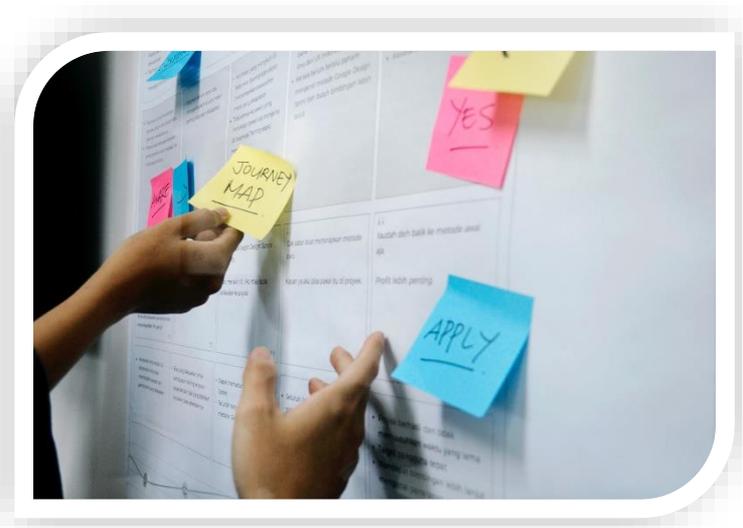
- Full HD video recording (online sessions)
- Certificate of participation in PDF format: sent per email / for re-send email [project@johannypestalozzi-pmc.com](mailto:project@johannypestalozzi-pmc.com)

### Review

- Session agenda & content outline
- Feedback form & receive a discount for future bookings

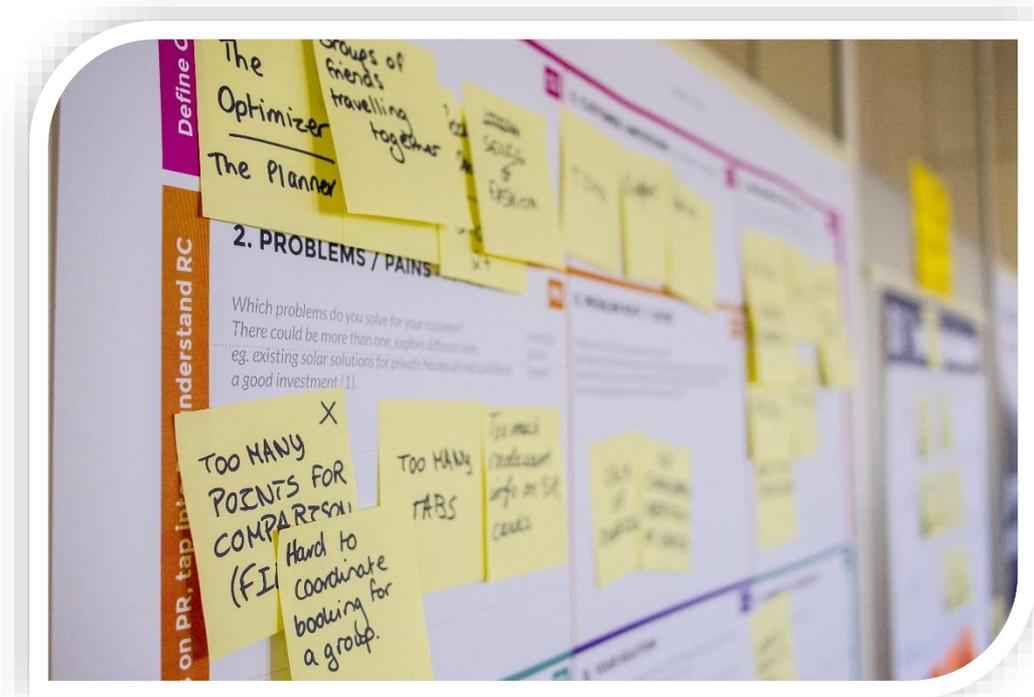
## Complimentary Services

- Follow-up consultation 30 min á CHF 85.-
- Follow-up consultation 60 min á CHF 135.-



## Benefits of Partnering with Us

1. Tailored sessions, personally guided by an experienced researcher & PMP, DASSM, and LSSYB certified project management professional
2. Access to thorough and synthesized industry-tested strategies
3. Certificate of Participation, evidencing your gained knowledge & skills
4. Lifetime access to the session recording, facilitating content review as often as needed
5. Free access to the session toolkit
6. Receive a 15% discount for future reservations of workshop & coaching sessions tailored to your needs (valid for 1 year)
7. Follow-up meeting at a discount rate to discuss the implementation of approaches: 30 min or 60 min
8. Participation in an online survey, where you can provide feedback and suggest topics of your interest/business concern
9. Option to register for free in our corporate newsletter, to receive selected information including new content & further discounts



## About Dr. Johanny Pestalozzi

Johanny is trained in IBM's Enterprise Design Thinking and pursues a professional certificate with Google UX Design and The Interaction Design Foundation. She is a freelance Member Experience (MX) Lead at PWN Global and is qualified in key elements that enable digital transformation, effective communication, and interpersonal skills for digital age professionals. She completed her PhD in stakeholder risk perception & communication and pursues an MBA with a specialization in user-centered innovation of digital products.



From her 8+ years of work experience applying agile & traditional project management methods across the research, consulting, non-profit, and life sciences industries, Johanny developed professional skills transforming complex information into strategic actionable items. She worked on multiple small to mid-size projects in Germany and was responsible for a EUR 200,000 project, part of the Bioeconomy Program Baden-Württemberg. Besides being a certified Project Management Professional (PMP), she is an accredited Disciplined Agile Senior Scrum Master (DASSM) and a Lean Six Sigma Yellow Belt (LSSYB) practitioner.

Johanny is an associate, among others, of The Technology, Entertainment, Design Foundation (TED), Thinkers 50, and The International Society for Professional Innovation Management (ISPIM), world-leading think tanks on innovation, leadership, management, and strategy. She can communicate proficiently in English, German, and Spanish.

Throughout her career, Johanny developed broad international experience and was awarded a US\$ 10,000 shared-prize by The New-York-based Sustainability Laboratory, for an innovative approach to tackle social & environmental challenges in targeted areas of Costa Rica. She was a guest speaker at TEDxBled (Slovenia), the 4th World Youth Congress in Quebec (Canada), the Clinton Global Initiative in Miami (USA), as well as multiple international scientific conferences in 10+ countries. She is a German & Dominican citizen with residence in Switzerland.

## Reviews

“Dr. Johann Pestalozzi very precisely identified the core of my question and provided recommendations for pragmatic steps helping to overcome potential obstacles.”

Gerald Heibei, Business Developer and Project Manager – Banking Sector

“Johanny is thorough and professional in her training approach. She facilitates with an open, calm, and friendly attitude.”

Peggy Stinson, CEO – Consulting Industry

“Johanny is a very structured, open-minded, and ambitious person. We have worked together on several projects, which I have enjoyed a lot as she is a supportive, innovative, and communicative colleague!”

Sonja Larcher, Manager – Life Sciences Industry

“Dr. Pestalozzi’s seminar helped me understand key concepts in risk assessment and intensified my interest in the topic. Her slides were well organized & provided me with valuable insights.”

Participant, University of Stuttgart – Research Sector

## Contact

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**Free Consultations**  
[Book with Doodle](#)

[www.johannpestalozzi-pmc.com](http://www.johannpestalozzi-pmc.com)

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