



THE
FOOD
BUSINESS
SCHOOL®



Eat. Think. Design.

—with Jaspal Sandhu, Professor, UC Berkeley; and
Founding Partner, Gobe Group

**COURSE
DETAILS:**

SEPTEMBER 12–OCTOBER 14, 2016
ALL ONLINE (mostly asynchronous)

\$295 USD THROUGH AUGUST 29
\$450 USD AFTER AUGUST 29

WEEKLY COURSE SAMPLING

WEEK ONE

- Form teams
- Define team challenge
- Understand overall team innovation process

SAMPLE ACTIVITY:

Theme: Innovation is a Team Sport. Read three case studies on the innovation process, and, as a team, **develop** a brief that describes your collective experience with aspects of the process.

WEEK TWO

- Survey multiple customer empathy methods
- Dive deep on contextual inquiry
- Understand sampling: who and how many

SAMPLE ACTIVITY:

Theme: Customer Empathy. Conduct an **ethnographic interview** of a friend, colleague, or neighbor in their kitchen exploring food waste. **Write** a brief that describes your key insights, with an emphasis on surprises or disconnects. **Discuss** the brief in groups and map findings.

WEEK THREE

- Translate customer insights into a design challenge
- Explore tools for framing the challenge for your team
- Experience the importance of iteration in design

SAMPLE ACTIVITY:

Theme: Framing Your Challenge. As a team, use your collective insights to **develop** 6-8 *"How Might We?"* questions. **Prioritize** one question for the remainder of the course and **create** a brief **audio-visual message** about why you chose your question.

WEEK FOUR

- Use sticky note brainstorming to generate dozens of ideas
- Leverage analogs from other industries
- Learn tools to organize and prioritize concepts

SAMPLE ACTIVITY:

Theme: Group Creativity. Develop at least 50 distinct ideas as a team to **address** your innovation challenge. Use *affinity diagramming* and a *2-by-2-matrix* to **identify** the top 2-3 concepts. **Post** your end result to the team space as a graphic and **journal** with 2-3 takeaways.

WEEK FIVE

- Build out your concept using a business model approach
- Define your audience
- Learn a strategic storytelling framework

SAMPLE ACTIVITY:

Theme: Pitching is Storytelling. **Develop** a compelling pitch deck for your concept using the *strategic storytelling framework*. **Share** your pitches with your teams before **presenting** them to the entire class through a method of your choosing, involving an **audio-visual walk-through**.

"Learning to act deliberately, with clarity and to listen, empathetically are the hallmarks of design thinking and vital to creating a positive impact at the intersection of food and health."

—Will Rosenzweig, FBS Dean