

Transformation Design Experience

Course Guide

AUAS Summer School
2022



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Lecturers

Marco van Hout

Department

AUAS Summer School

Course dates

4 July 2022 – 7 July 2022

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Course overview

Introduction

During these 4 days you will embark on a unique learning journey about Transformation Design. We will work on enriching your head, heart and hands. The programme includes a mix of self-learning and peer-learning, indoor and outdoor activities, inspirational sessions to feed your brain, as well as moments to spend on your well-being. There will be time for you to make, and also time to reflect.

Target audience

- Those at AUAS who would like to implement the strategic priorities of the '3 Dimensions' into their daily work and lives.
- Educators, team leads, curriculum designers, coordinators, managers, researchers and anyone who feels they have the capacity to organise (and design) a transformation within AUAS.
- Corporate leaders who wish to pave the way for sustainable (digital) transformation;
- Design leaders seeking ways to inspire their teams towards new mindsets;
- Entrepreneurs and start-ups looking to create, develop and scale businesses in a transformational context;
- Public sector leaders that want to work more sustainably, inclusively and help create shared value in participative ways.

Course details

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| Author(s) | Marco van Hout |
| Module ID | - |
| Academic year | 2021-2022 |
| Course dates | 4 July 2022 – 7 July 2022 |
| ECTS | None |
| Course level / entry requirements | Professionals: Business Unit Managers, Innovation Managers, HR Managers |
| Study load | 32 hours |
| Assessment | - |
| Type of diploma | Certificate |
| Course website | AUAS Summer course: Transformation Design Experience - AUAS (amsterdamus.com) |

Course contents

You will be introduced to the essentials of Transformation Design. In exact, you will learn about:

- The 15 S Model: a Strategic Design process;
- The six Sustainable Development Goals transformations;
- Organizing diversity within your team and how this will impact sustainable change and transformation;
- Your personal role in transformation: how does the self-relate to the system, and what role do our intentions have?;
- The differences between change and transformation, between complicated and complex problems, between a global and local outlook and between designing in the open and behind closed doors.

You will have time to pay attention to your own well-being so that you can stay sharp and fresh to work on your own transformation goals. Think of activities such as audioscape, city and nature walks, yoga and meditation. You will attend several workshops where you can practice how to translate what you have learnt and experienced into tangible actions for your daily practice.

This programme is not only an individual learning experience. You will get the chance to connect with your highly-motivated fellow participants and trainers to grow together on this adventure. There will be space and time for co-creation and peer-learning. You will work together to shape positive futures for our education and society.

Learning objectives

By the end of this activity, you can:

- Advocate the importance of diversity, sustainability and co-inspiration for successful transformation
- Lead and implement a culture of experimentation for the transformational challenges of your organization
- Use the Transformational Triggers Toolkit to consider the challenges that trigger change and transformation, while also considering the impact and meaningfulness of the solutions you design
- Appreciate the importance of a balanced mind and body to lead transformations

Learning activities

Fill your heart with inspiration

You will have time to pay attention to your own well-being so that you can stay sharp and fresh to work on your own transformation goals. Think of activities such as:

- Audioscape
- City and Nature walks
- Yoga
- Meditation

Learning by doing (hands):

You will attend several workshops where you can practice how to translate what you have learnt and experienced into tangible actions for your daily practice. Some examples of where you will be using your hands:

- Storytelling
- Podcast making
- Photo safari
- Presentation

Lecturers

Marco van Hout is co-founder and creative director of Digital Society School. As a recognized design leader and pioneer in experience design in the past 20 years he has gained broad expertise on topics such as transformation design, digital society, UX, human(ity) and life centered design. He believes in the creation of a 'global learning society' to ignite transformation towards a better world. In this light he has co-founded the Global Goals Jam with the UNDP and is a community liaison for transformation/ design for SDG's at the World Design Organization. Marco likes to be hands on with big concepts and is known for making concepts and ideas tangible through the creation of toolkits (e.g. the Design Method Toolkit) and workshops. He is a globally sought after speaker, educator and trainer and has travelled the world, speaking/teaching about emotional design, experience-driven design and design for sustainable development and transformation.

Study programme

| Week 1 | |
|--------------|--|
| Day 1 | Collective welcome summer school 2022 Transformation Design workshop |
| Day 2 | Diversity & Inclusion workshop or Impact Storytelling workshop (TBC) Audioscape & photo safari with city walk |
| Day 3 | Yoga/Meditation Podcast making workshop |
| Day 4 | Museum visit Print workshop Drinks to end programme |

Contact information

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