

Innovative Researcher: How to design a marketable best-seller PhD thesis

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During our workshop we will use a design-driven innovation approach to touch issues to learn, experience, practice, ask, answer and discuss what follows: 1. How may we use design thinking approach in order to sell before creating/researching? 2. How may we learn from the design thinking mindset how to commercialize scientific results better? 3. How may we benefit from the design thinking process in scientific research and academic publication? 4. How may we use design thinking tools to understand the stakeholders in the market better? You will be led by two Innovation Consultants and Design Thinking Facilitators: Katarzyna Gliszczyńska, who has a successful track of business and consulting projects as well as training design thinking facilitators and Magdalena Wencka, PhD, who has a background in physics and is experienced in academic research projects. Katarzyna will be happy to share some success stories as well as failures and lessons learned from the projects accomplished with and for individuals, small start-ups and big corporations. The cherry on top: a story of an academic who started to use design thinking and turned insights from his PhD research into supermarkets best-selling book present in numerous bookstores.

Additional information:

Type of contribution: training

Presenting author: Katarzyna Gliszczyńska

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