Explore creative applications of AI for faster ideation and bias minimization while mastering powerful metacognitive tools that help when thinking gets stuck. This program culminates with an exploratory discussion on how to apply *Design Thinking and AI* to your specific context, emphasizing futures thinking, collaboration, ethics, and creativity. You will leave the program with a tailored action plan to ensure Design Thinking's relevance and practical application to your organization's challenges.

WHO SHOULD ATTEND
- Executives, managers, and team leads in global organizations.
- Entrepreneurs and early-stage founders.
- Product, innovation, and strategy professionals.
- Designers, analysts, and technologists seeking to expand their creative problem-solving toolkit.
- Individuals pursuing a Certificate in Executive Leadership + AI.

EARN YOUR CERTIFICATE
This program helps you earn the **Certificate in Executive Leadership by successfully completing a minimum of 10 Te**pper Education Units (TEUs) within a three year period. You can earn the **Certificate in Executive Leadership + AI**, when 5 of the minimum 10 TEUs are in AI programs.

PARTICIPANT INSIGHTS
*"The insights shared by the exceptional faculty and the opportunity to collaborate with my amazing cohort have been truly **transformative**. The program's comprehensive curriculum and interactive sessions have equipped me with practical strategies that I can immediately apply in my professional endeavors."*
—Chief of Staff, UPMC

TEPPER EXECUTIVE EDUCATION
4765 Forbes Avenue, Pittsburgh, PA 15213
412-268-2304
TepperExecEd@andrew.cmu.edu
cmu.edu/tepper/executive-education

DESIGN THINKING WITH AI

SOLVE COMPLEX BUSINESS PROBLEMS THROUGH HUMAN-AI COLLABORATION.

2 DAYS | PITTSBURGH, PA | 2 TEUs | $3,200

This innovative two-day course merges Design Thinking and AI to tackle complex, systemic problems and foster groundbreaking innovation. Learn to apply AI technologies, such as big data, natural language processing (NLP), large language models (LLMs), and generative design to boost creativity and craft human-centered solutions. Explore creative applications of AI for faster ideation and bias minimization while mastering powerful metacognitive tools that help when thinking gets stuck.

Through hands-on sessions that fuse AI tools with Design Thinking methods, you will address real-world business challenges while building creative confidence, developing a comprehensive understanding of integrating AI into your strategies, equipped to drive innovation, solve complex challenges, and develop solutions that are both technologically advanced and human-centric.

The program culminates with an exploratory discussion on how to apply Design Thinking and AI to your specific context, emphasizing futures thinking, collaboration, ethics, and creativity. You will leave the program with a tailored action plan to ensure Design Thinking's relevance and practical application to your organization's challenges.

WHY TEPPER EXECUTIVE EDUCATION
We believe that great business decisions balance data-centered insights with human-driven leadership. That's why our programs blend cutting-edge research with real-world application, ensuring leaders don't just understand theory—they are prepared to put it into action. Our approach is hands-on, dynamic, and results-driven, equipping participants to leverage data, technology, and collaboration to drive meaningful change.

WHAT YOU WILL ACHIEVE
- Learn the Design Thinking processes to ensure focus is placed on systemic problems meriting attention.
- Understand how AI-supported insights provide clarity to complex challenges.
- Explore techniques that combine human imagination with AI to expand creative possibilities when faced with complex problems.
- Develop skills to communicate and iterate ideas through simple, AI-enabled prototypes.
- Strengthen creative confidence and adaptability when navigating uncertainty with AI.

FORWARD THINKING FUTURE READY

FACULTY LEAD: Ming Ming Chapman

Ming Ming is a Distinguished Service Professor of Design at Carnegie Mellon University's Tepper School of Business, committed to shaping equitable futures. With over 20 years of experience, she has led design teams on transformative projects for brands such as JPMorgan, Puma, and The Body Shop. Chapman is an experienced and dedicated educator whose teaching bridges design and business.

Chapman is a sought-after speaker and workshop leader at leading design schools worldwide, including MIT, Royal College of Art, and KAIST. She also provides professional education to global brands such as Comme des Garçons. Her research focuses on design, worldview, and social and ecological justice, exploring how design can challenge fixed worldviews in organizations and communities to unlock more equitable futures.

FACULTY LEAD: Jonathan Chapman

Jonathan is Professor and Director of Doctoral Studies at Carnegie Mellon University's School of Design where he leads the PhD in Transition Design—a research leadership program for designers committed to making positive change in the world.

He is the author of five books at the intersection of industrial design, human experience, and sustainability. Chapman is also a consultant and strategic advisor to global businesses and governmental organizations from Puma, COS, and Philips, to the House of Lords, the United Nations, and NASA.

SAMPLE SCHEDULE*

DAY ONE

DESIGN THINKING WITH AI INTRODUCTION
Ming Ming Chapman, Distinguished Service Professor of Design, Tepper School of Business

DISCOVER
Jonathan Chapman, Professor and Director of Doctoral Studies, School of Design

DEFINE
Jonathan Chapman, Professor and Director of Doctoral Studies, School of Design

IDEATE
Jonathan Chapman, Professor and Director of Doctoral Studies, School of Design

DAY ONE CLOSING

DAY TWO

PROTOTYPE AND TEST
Ming Ming Chapman, Distinguished Service Professor of Design, Tepper School of Business

TEAM PRESENTATIONS

THE FUTURE OF DESIGN THINKING WITH AI
Ming Ming Chapman, Distinguished Service Professor of Design, Tepper School of Business

Jonathan Chapman, Professor and Director of Doctoral Studies, School of Design

PROGRAM CLOSE

* Subject to change

ENROLL