



## Student-Powered Services: Tap Into the Innovation and Design Talent of Haas MBAs

### **The Haas@Work Innovation Agency Course**

Through the Haas@Work program, a 16 week MBA course is built around a specific opportunity or challenge identified by your company. All work and shared information is covered by an NDA with both the students and the University. Students also operate in a “work for hire” manner – all output and IP is assigned to our partners as part of the engagement.

In addition to our applied innovation courses, we welcome engagement with students and faculty in more targeted ad-hoc projects:

### **Ad Hoc Research – The MBA HCD Squad**

Each year the entire Haas MBA class trains in design thinking fundamentals, in addition to traditional core coursework in strategy, finance, operations, marketing and other areas.

Many students express an interest in gaining more hands-on experience with applying human centered design techniques to real world problems. They are available individually or in teams to conduct ethnographic studies, test prototypes, uncover unmet needs, and engage in user research.

### **Ideation Sessions and Outside Voices**

Haas MBAs are also available to work with your internal teams on problem solving and developing new ideas and approaches.

Haas students provide an unbiased perspective on customer value creation, customer orientation and customer experiences to complement the capabilities-based perspective of your team.

Through blended workshops, ideathons, prototype building sessions and other participatory engagements, you can leverage fresh ways of thinking about what your current users might want and need, and gain new insights into the many ways to create value, innovate, and solve problems.

**The Innovation, Creativity, and Design practice at Haas connects Berkeley faculty and students with companies interested in enhancing their innovation approach and strategies and advancing new initiatives.**

## **Outside-In Work: Our students provide both access and a fresh way of thinking.**

### **Our Students and Faculty**

Through our Innovation, Creativity and Design Practice (ICDP) Haas is a leader and pioneer in the contemporary use of design thinking in business. All students at Haas are trained in design thinking fundamentals, and required to take additional project-based experiential coursework.

As a top ranked program, we are amongst the most selective MBA programs in the world. We have a world-class innovation faculty, and our students are diverse, experienced, and talented.

Haas' strong culture is built on four pillars:

- Question the status quo
- Beyond yourself
- Student always
- Confidence without attitude

This culture is embedded into everything we do at the school. As a result you'll work with a team with both expertise and a beginner's mindset.

Finally, corporate engagement is an important component of our work. ICDP fees are based solely on covering expenses for the program.

### **Other Services**

In addition to student-powered engagement, we offer faculty-driven custom learning sessions and workshops.

Executive education typically run for either a half or full day, and can serve as a 'master class' for those more experienced in design work, or as an introduction for your team or visiting colleagues. Workshops are facilitated team sessions that guide you through the appropriate tools and frameworks to make progress and get "unblocked" on difficult issues.

### **How It Works**

Depending on what's of interest, firms can gain access to these services through a formal project agreement with Haas/ICDP, or by providing general support to our program.

In some cases, students receive course credit for participation, and in others they receive stipends or fellowships. Faculty participate in order to fund our program and provide opportunities for our students.

**We have worked with over 100 organizations over the last decade.**

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*"Innovation is the centerpiece of corporate strategy, and the proper tools, processes, and organizational design can make innovation a repeatable process and source of competitive advantage."*

**Dave Rochlin**  
Executive Director and Lecturer

