



# Royal College of Art

Postgraduate Art & Design

## EXAMPLE 2 DAY - CUSTOM EXECUTIVE EDUCATION PROGRAMME

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Royal College of Art, Kensington

### DAY 1: Creative Leadership

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| 09.30 | Arrival: Tea and coffee  |
| 10.00 | <b>Welcome to the workshop:</b> Introductions & ice-breaker activity |
| 10.30 | <b>Building Block 1:</b> Creative leadership                         |
| 11.30 | Break  |
| 11.45 | <b>Activity 1:</b> Building your leadership profile                  |
| 13.00 | Lunch  |
| 14.00 | <b>Building Block 2:</b> Creative leadership and innovation          |
| 15.00 | <b>Activity 2:</b> Creative leadership in practice                   |
| 16.00 | <b>Fashion Lecture</b>   |
| 17.00 | END DAY 1  |



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## **DAY 2: Design Thinking and Empathy Building for Business**

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|-------|---|
| 09.45 | Arrival: Tea and coffee   |
| 10.00 | <b>Building Block 3:</b> Design thinking and empathy approaches   |
| 11.00 | Break   |
| 11.15 | <b>Activity 3:</b> Design Thinking as a tool for creativity   |
| 12.20 | <b>Building Block 4:</b> Building customer empathy  |
| 13.00 | Lunch   |
| 14.00 | <b>RCA Facilities tour</b>  |
| 15.00 | <b>Activity 4:</b> Empathy exercise and pitching  |
| 16.00 | <b>Q&amp;A and awards</b>   |
| 17.00 | Drinks reception and certificates of participation to celebrate the end of the course with RCA academics. |
| 18.30 | CLOSE   |