



Trinity College Dublin  
Coláiste na Tríonóide, Baile Átha Cliath  
The University of Dublin

**Tangent** Trinity's Ideas  
Workspace



**Inaugural  
HCI-CPD  
Masterclass  
Series**

Tangent, Trinity's Ideas Workspace

**HCI-CPD Masterclasses**

**Autumn 2021**



## 3-Hour Masterclass Series

Delivered virtually, our exclusive 3-hour masterclass sessions this Autumn offer a great opportunity to learn about proven methodologies and frameworks that enable creative innovation in a professional setting. All participants will receive a Certificate of Completion. For further details, please contact us at [tangentcourses@tcd.ie](mailto:tangentcourses@tcd.ie).

### **Design Thinking: Monday 16th August, 6-9pm**

This masterclass is an introduction to the Design Thinking methodology. You will discover how to apply the principles of Design Thinking to your own business and organisation. You will discover a user-centred approach to developing products and services and an iterative process that is effective in tackling complex problems.

- Topic 1: User empathy
- Topic 2: Problem Definition
- Topic 3: Idea Generation
- Topic 4: Prototyping, Testing and Feedback

Programme Facilitator: Jonathan Bannister, Design Thinker and Strategist. Jonathan helps business leaders and their teams to exploit their creativity and collective intelligence to strengthen their business models, marketing and innovation programmes, and organisational development.

### **Storytelling for Business: Monday 23rd August, 6-9pm**

This masterclass will help you to refine and shape your idea using a narrative approach that brings clarity to your communication, inspiring people to pay attention and act. You will learn about the science of storytelling, observe recent case-studies and come away having gained practical tools and techniques that will enable you to bring your vision to life and create stories that influence and transform.

- Topic 1: An introduction to business storytelling
- Topic 2: The science of story
- Topic 3: The skill of storytelling
- Topic 4: How we can use strategic story in our businesses going forward

Programme Facilitator: Steve Rawling. With 20+years' experience as a TV journalist, Steve knows how to make his message work on the small screen and now helps clients like Google, Roche, the BBC, and IDEO tell better stories.

### **A Framework for Sustainable Workplace Wellbeing: Monday 13th September, 6-9pm**

This masterclass will introduce an evidence-based 8-step framework for designing, implementing, improving and sustaining a workplace wellbeing programme. Many Irish organisations have an annual programme of 'random acts of wellness' in place which cannot be measured and lead to no tangible benefits for employees or for the organisation. This masterclass will highlight what constitutes an effective wellbeing programme and how a properly crafted programme can boost not only the health of your colleagues but your organisation's bottom line.

- Topic 1: The current landscape of workplace wellbeing in Ireland and internationally
- Topic 2: The 8-steps to an effective and sustainable programme
- Topic 3: The role of leadership
- Topic 4: Where to start with your wellbeing programme

Programme Facilitator: Brian Croke, a wellbeing educator, speaker and adviser. Founder of the Workplace Wellbeing Ireland community and host of The Work Well Podcast, Brian empowers organisations to promote and sustain wellbeing in their workplaces.