



INCOSE Chesapeake Chapter

International Council on Systems Engineering

Cordially invites you to our
Monthly Dinner and Lecture

Design Thinking 101: What is Design Thinking and How It Can Help Your Organization Create a Culture of Innovation

Thomas Heffner, Design Strategist, JHU/APL
Dennis Smith, Innovation Projects Specialist, JHU/APL



Wednesday, 17 August 2016

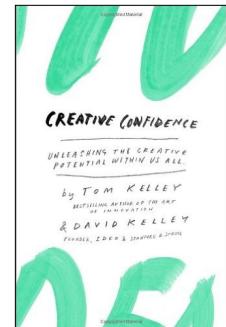
6:00 pm–8:00 pm

Presentation: Interested in learning the process of design and innovation? Come to an overview on Design Thinking given by two members of the Design Thinking Corps at the Johns Hopkins University Applied Physics Laboratory. This presentation will cover what Design Thinking is, why it's successful, an overview of the most often used tools and methods, and examples of past, successful projects.

Speakers: Thomas Heffner is a leader in Design Thinking and works at the intersection of design, technology, and business. He uses human centered design to create transformative solutions for the complex and challenging problems facing our nation's security. His work has been featured in the Harvard Business Review and the UK's New Scientist.



Dennis Smith is a founding member of JHU/APL's Design Thinking Corps - responsible for the application of design thinking methods to both external (sponsor-facing) projects as well as internal initiatives. He was a chief contributor to the creation of an innovation space and currently manages a lab-wide competition for innovation solutions to technical challenges.



Door Prize

Delicious friendly networking buffet dinner at 6 pm: Grilled BBQ chicken, roasted red potato wedges, coleslaw, watermelon slices, garden salad with dressing, rolls and butter, dessert, coffee, and iced tea.

Dinner Cost: Guests: \$25; INCOSE members: \$20 if payment is received by August 14, 2016, add \$5 after this date. Students free. To pay by credit card or PayPal, visit our registration webpage for details: incose-cc.org/registration/.

Dinner and Networking at 6pm and FREE Lecture at 7pm.

View our monthly lectures starting at 7:00 PM streamed live via the web at incose-cc.org/ or search for INCOSE.CHESAPEAKE on YouTube.

Earn 2 PDUs for Participating!

Location:

Johns Hopkins University
Applied Physics Laboratory
Parsons Auditorium
11100 Johns Hopkins Road
Laurel, MD 20723

Corporate Sponsor: We wish to thank the Applied Physics Laboratory for supporting the systems engineering profession through use of their facilities.

Directions

JHU APL

Main Entrance - Building 1
11100 Johns Hopkins Road
Laurel, Maryland 20723
Phone (443) 778-5000

See APL's Visitor Guide for more information:
jhuaapl.edu/aboutapl/visitor/

From Washington DC and Capital Beltway (I-495):

Take I-95 North toward Baltimore 10 miles to the Columbia exit (MD Route 32 West). Go 2.5 miles to the Washington DC exit (US Route 29 South).

Go 1.5 miles south and take the Johns Hopkins Road exit (bear right at the top of the hill).

Or from the Capital Beltway (I-495):

Take US Route 29 North (Colesville Road) 10 miles and follow the signs for the turn onto Johns Hopkins Road.

From Baltimore and Baltimore Beltway (I-695):

Take I-95 South toward Washington DC. Go 13 miles and take the Columbia exit (MD Route 32 West).

Go 2.5 miles and take the Washington DC exit (US Route 29 South).

Go 1.5 miles south and take the Johns Hopkins Road exit (bear right at the top of the hill).

Once you're on Johns Hopkins Road:

APL is a half-mile west of US Route 29 on your right side. Go past the first entrance, continuing past the pond, and take the next right turn onto a tree-lined lane. Park in the visitor's lot on your left side. Enter at the main entrance marked Building 1 (flagpoles and traffic circle in front).

