

PwC @ TUM SOM

DESIGN THINKING WORKSHOP

09 Oct 2018 | 10am-6pm | PwC Munich

Learn how to drive creativity and apply user-centered methods.

Change is imminent in finance as a function, and the biggest shift that has occurred is the move to a more agile structure and creative processes. With technology disruption, traditional finance must innovate in order to stay relevant in the evolving organizational design.

Agenda Morning Session:

- Get to know the PwC Finance Consulting Practice
- Learn about Fundamentals of Design Thinking

Agenda Afternoon Session:

- Applying Design Thinking: create prototypes and think about marketing strategies
- Present your ideas and receive feedback from PwC Professionals

Benefits of attending:

Participants will walk away with deeper understanding of Design Thinking methodology. You will have the chance to convince our speakers of your potential and start building your relationship with PwC.

Who should attend:

All TUM SOM freshmen Master students who are seeking to acquire innovation know-how.

How to apply:

Please send an one-pager with a twitter-style statement on why you should participate as well as the main stations of your CV to pwctum-som.com until 27 Sep 2018, noon. You will receive your invitation on 28 Sep 2018 eod.

Your facilitators



Florian Puppe

Management Consultant with more than 7 years experience, MOOC enthusiast, on a mission to bring finance innovation to our clients.



Barbara Major

Barbara has been a passionate Consultant for 9 years already. She loves networking and is dedicated to bringing finance to the next level.

