

Interactive design thinking workshop: “How might we end ageism?”

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This session will be completely interactive, beginning with an introduction into what design thinking is and its framework of Empathize, Define, Ideate, Prototype, and Test. Participants will then be introduced to the tools of design thinking and use them to tackle the real-world challenge of ageism. Participants will be broken into groups to brainstorm as many ideas as possible around the issue of ageism. By the end of the workshop, each participant will be asked to take away at least one idea that they ‘pledge’ to implement in their own environment. Participants will acquire the following skills: An understanding of what design thinking is; Practice in using design thinking tools that can be used together, or individually, within their own work

environment; Experience in thinking beyond their usual boundaries; Using deep creativity to solve a problem; and Identify one or more practical solutions to combat ageism that can be implemented in their context or environment.

Biography

Patricia Barbato is a Senior V P for Innovation and Strategic Partnerships at Revera Inc. She is a Fellow of the Chartered Professional Accountants Association, Author of “Inspire Your Career” and a frequent speaker. She is a Recipient of the Queen’s Diamond Jubilee Award. She holds an Economics degree from the University of Waterloo.

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