



INNOVATION TRAINING **DESIGN THINKING IN PRACTICE**

Get a practitioners view into
Design Thinking and Human Centered Design.

Think Differently!

Most of us are trained to approach opportunities from the top down. But today's competitive environment requires us to view opportunity through a different lens; a nontraditional one that focuses on human needs. Ideas that are born from the process of design thinking ensure that outcomes meet three criteria: they are desirable, feasible, and viable—and in doing so, these outcomes create an enduring competitive advantage.

Design thinking is a powerful approach that puts people at the forefront of opportunity development and problem solving. This course explores the practical application of Design Thinking so that you can become a more effective innovation operator and change agent.

Hybrid Delivery.

This is a hybrid course, delivered over five weeks. Each week contains pre-recorded content and as well as a live discussion once per week. Additionally, each participant receives one 1:1 30-minute coaching session to support your journey as an innovation expert.



Who Should Attend

Product managers, designers, project managers, innovation team leaders and members, high potential employees starting on innovation, consultants, entrepreneurs.

INVESTMENT: Individual: \$499/pp | Teams of 5 or more: \$449/pp

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518.290.3996 | hello@teamingworldwide.com | www.teamingworldwide.com

DESIGN THINKING IN PRACTICE



The Teaming Worldwide Innovation Training Programs are designed to equip you with the knowledge and skills needed to foster a culture of innovation and drive growth within your organization. Our courses are led by experienced instructors who are experts in innovation and change and have a deep understanding of the latest trends and best practices in innovation.

Course Sessions:

Session 1: It Begins with People

1. Welcome
2. Getting to Empathy
3. Connecting with Why
4. Understanding Personas and Consumer Experience

Session 2: Gathering Data

1. Interviews, Surveys, and Focus Groups
2. Synthesizing Inputs
3. Making Sense For the Design Journey

Session 3: Desirable, Feasible, Viable

1. Thinking in Hypothesis
2. Test Methods
3. Pivots and Reframes

Session 4: Working in Canvasses

1. Empathy and Personas
2. Business Modeling
3. Service Design

Session 5: Design Thinking and Teams

1. Project Review
2. Team Approaches
3. Consumer Experience Revisited



Key Takeaways

- Learn to apply design thinking concepts in practical ways.
- Ensure that a solution meets the key outcomes: desirable for users, feasible to build, and economically viable
- Gain hands-on experience with key methods and tools including the Jobs-to-be-Done (JTBD) framework for customer discovery, synthesis, ideation, prototyping, and storytelling to create and communicate offerings that address customer needs
- Learn how design thinking is used to conceive innovative business models and forecast trends and developments
- Discover how design thinking can nurture your individual creativity, help you overcome resistance to new ideas, and provide advantages such as reduced time-to-market, lower costs, and increased market share
- Implement design thinking as a rigorous, human-centered approach to creative problem solving that can be leveraged across a spectrum of functions, industries, and organizations

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