INTRODUCTION TO DESIGN THINKING & SERVICE DESIGN
A 2-day training

OVERVIEW

Design thinking is not just for designers. It's a process for **solving complex problems**, innovating and developing strategy that puts an emphasis onunderstanding people, process and place. It draws upon logic, imagination, intuition, and systemic reasoning, to explore possibilities of what could be.

Put into practice, it can keep your organization ahead of the innovation curve by:

- Aligning your organization to a common goal. Design thinking serves as a valuable common language that diverse teams and groups of people can use to effectively collaborate on challenges and projects.

- Introducing a fresh process to find and execute solutions that improve efficiency, profits and customer experience.

OUTLINE

This high-energy 2-day training will give your organization a common level of understanding of the design thinking principles, key tools & terminology. It will be divided in five parts:

1. Introduction:
The fundamental principles of design thinking and service design, how it differs from traditional analytical thinking and how it impacts business.

2. Framework of the process:
The 4 specific phases of this thinking approach, broken down in clear and understandable steps.

3. Design thinking and Service Design toolkit
Simple, actionable empathic research mapping and thinking tools for each phase that can be implemented immediately.

4. Design thinking Applied:
How to use design thinking inside an organization for innovative problem solving. Supported by case studies of real world organizations.

5. Adapting to your situation:
How to integrate design thinking into your work, your work with clients and/or teams, and work within an organization.Work on current issues in your organizations.

WHAT MAKES IT DIFFERENT?

The methodology this session follows is a **hands-on 'Learning-by-Doing',** technique.
It's a project-based, team-facilitated learning;
Engaging in projects provides a much richer learning experience than listening to a "talking head" does.
As such, our bias is to provide limited scaffolding to allow participants to do, and then to facilitate a reflection that invites the participants themselves to extract the meaningful learning opportunities from the experience. It's an overall playful process, but it's serious fun; fun that yields seriously impactful insights.

WHAT WILL YOU LEARN?

• The right way to gather insights and listen to your customers
• A new way to kick off projects and initiatives
• Ways to improve existing products/services
• A toolkit of skills for defining and solving messy problems
• How to effectively conceptualize product/service features
• How to create internal engagement that carries initiatives forward

WHAT WILL YOU LEAVE WITH?

• Frameworks and activities that you can practice with your team
• Confidence in your ability to be innovative
• Experience with new ways of working and collaborating in cross-disciplinary teams
• An appreciation of the power of building empathy for users - from internal staff to customers
• An understanding of the key tenets of human-centered design
• A copy of the slides presented
• A token of participation
• The potential of the team or organization, unlocked!

WHO SHOULD ATTEND?

Anyone with a curious mind and a desire to surpass themselves and learn new ways of overcoming business challenges, including but not limited to managers and supervisors of their teams in all departments of the organization; especially operations, marketing, customer care, business development, sales and HR.

CUSTOMIZED TRAINING

This training module is designed for a team of 8-12 participants and will be designed in a customized approach to match the business sector focus.

READY TO IMMERSE YOUR TEAM IN DESIGN THINKING?