



Consulting and Training | Reach New Heights

Course Name

Certified Design Thinking Professional (CDTP)®

Sector Name

Internationally Certified Training Programs

Sector Name

Management And Leadership

Document Type

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Certified Design Thinking Professional (CDTP)®

Course Introduction

The Certified Design Thinking Professional (**CDTP**®) is an internationally recognized credential awarded by the Global Innovation Institute (GII®), the world's leading certification body in innovation and business innovation standards.

This certification validates the ability to apply the philosophy, methodology, and tools of Design Thinking to address complex challenges, discover deeper customer insights, and design breakthrough solutions.

Through this program, participants not only prepare to succeed in the GII **CDTP**® exam, but also gain the knowledge and skills to apply Design Thinking as a powerful innovation discipline that transforms customer experiences and strengthens organizational competitiveness.

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Certified Design Thinking Professional (CDTP)®

Target Audience

- ✓ Professionals preparing for the CDTP® exam.
- ✓ Innovation managers and product developers.
- ✓ Business analysts, consultants, and strategists.
- ✓ Customer experience and marketing professionals.
- ✓ Leaders looking to integrate design thinking in organizational practice.

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Learning Objectives

- ✓ Demonstrate a full understanding of the Design Thinking methodology and mindset.
- ✓ Apply empathy-driven research to uncover both expressed and hidden customer needs.
- ✓ Identify the real challenges by reframing problems and testing hypotheses.
- ✓ Translate customer insights into meaningful value propositions.
- ✓ Develop new solutions and brand experiences that resonate with target markets.
- ✓ De-risk innovation projects by clarifying the true opportunities.
- ✓ Advocate for the integration of Design Thinking inside their organizations.
- ✓ Strengthen their readiness for the CDTP® exam through practice and review.

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Course Outline

✓ Day 01

Entering the Design Thinking Mindset

- ✓ Understanding the philosophy of Design Thinking.
- ✓ Core principles of a designer's mindset.
- ✓ Mapping customer journeys to discover unmet needs.
- ✓ The iterative nature of Design Thinking cycles.
- ✓ Tools and methods unique to Design Thinking.
- ✓ Exploring market opportunities through observation.
- ✓ The designer's approach to ambiguity and complexity.
- ✓ How Design Thinking redefines innovation practice?

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Course Outline

✓ Day 02

Deep Empathy and Real Problem Discovery:

- ✓ Building empathy as the foundation for design.
- ✓ Techniques for uncovering unspoken customer needs.
- ✓ Immerse in customer worlds through observation.
- ✓ Distinguishing symptoms from underlying problems.
- ✓ Hypothesis-driven problem framing.
- ✓ Testing and validating assumptions.
- ✓ Using empathy insights to craft opportunity spaces.
- ✓ De-risking innovation by defining true challenges.
- ✓ Practice: reframing challenges into solvable questions.

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Course Outline

✓ Day 03

Designing Impactful Solutions & Brand Experiences

- ✓ Translating reframed problems into design briefs.
- ✓ Brainstorming and ideation methods with empathy insights.
- ✓ Developing solution concepts that reflect brand values.
- ✓ Designing experiences that connect emotionally with customers.
- ✓ Ensuring consistency in solution delivery and brand messaging.
- ✓ Evaluating and iterating prototypes for impact.
- ✓ Positioning new solutions for market adoption.
- ✓ Integration: applying CDTP knowledge to workplace projects.
- ✓ Final exam review: structure, sample questions, and tips.

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 5, 2027	April 7, 2027	3 days	3250.00 \$	UAE , Dubai
July 26, 2027	July 28, 2027	3 days	3250.00 \$	UAE , Abu Dhabi
Dec. 7, 2026	Dec. 9, 2026	3 days	3950.00 \$	England , London
Oct. 3, 2027	Oct. 5, 2027	3 days	3250.00 \$	KSA , Riyadh

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