



Consulting and Training | Reach New Heights

Course Name

Design Thinking Masterclass

Sector Name

Digital Transformation and Innovation

Document Type

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Design Thinking Masterclass

Course Introduction

Today, as organizations increasingly struggle to find new approaches to pervasive challenges, design thinking can unearth a wide range of new options. Long practiced by designers and architects, the design thinking methodology is increasingly used by problem solvers in fields as diverse as healthcare, sustainability, education, urban planning, new product and service development, and economic development. With an emphasis on listening, user empathy, whole-brain thinking, collaboration, and experimentation, the design thinking process offers a complementary approach to analytical decision thinking. The process can open a new path to innovation at your organization.

This training course will introduce participants to the origins, processes, and tools of design thinking through readings, discussions, and team exercises. Using these processes, frameworks, and collaborative tools, you'll tackle several design challenges during the workshop.

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Target Audience

- ✓ Business and technology leaders
- ✓ Business Unit Managers
- ✓ Business Development Consultants
- ✓ General Managers / Regional Managers
- ✓ Senior and mid-level leaders
- ✓ Individual leaders of all levels in the organization
- ✓ Art Director
- ✓ Marketing Consultants
- ✓ Marketing Development Manager

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Learning Objectives

- ✓ Understand how to build and sustain an innovative and creative business organization.
- ✓ Assess the organization and its processes to reveal the room for improvement in productivity
- ✓ Shift between various thinking styles (creative, analytical, systems, critical, etc.)
- ✓ Understand and practice various ideation, innovation, and creative techniques.
- ✓ Understand the applicability of the various innovation methodologies to the respective organization.
- ✓ Apply and manage an appropriate idea and innovation management process in the organization

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Course Outline

✓ Day 01

Introduction to Design Thinking and Creativity

- ✓ Why creativity and design thinking are a trend
- ✓ The innovator's dilemma
- ✓ Thinking types
- ✓ Analytical vs creative thinking
- ✓ Divergent vs convergent thinking
- ✓ Lateral thinking
- ✓ Systems thinking
- ✓ Inspirational thinking
- ✓ Principles of creative thinking
- ✓ Bringing it all together
- ✓ The adoption of Innovation and Creativity
- ✓ Enhancing creativity and problem-solving at the team level

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Course Outline

✓ Day 02

Ideation, Innovation, Design Thinking

- ✓ Ideation – creative thinking strategies and the idea generation process
- ✓ Opposite Thinking
- ✓ Rip and Rap
- ✓ Ego Alter
- ✓ Problem Framing
- ✓ Mind Mapping
- ✓ Scamper
- ✓ TRIZ

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Course Outline

✓ Day 03

Innovation types/models

- ✓ Process/Product/Service
- ✓ The Innovation Matrix
- ✓ Ten Types of Innovation
- ✓ Innovation based on Industry Cycles
- ✓ The Innovation Ambition Matrix

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Course Outline

✓ Day 04

Innovation methodologies

- ✓ Design thinking
- ✓ Phase-gate
- ✓ Lean startup
- ✓ Business model canvas
- ✓ Customer journey
- ✓ Product configuration
- ✓ Blue Ocean

Innovation management

- ✓ Definition and motivation
- ✓ Idea management
- ✓ Idea management committee and idea evaluation
- ✓ Innovation management process

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Course Outline

✓ Day 05

Building and sustaining innovative organizations

- ✓ Organizational capabilities, structure, strategy, and culture
- ✓ Rewards and recognition
- ✓ Organizing for disruptive innovation
- ✓ Current Innovation Trends
- ✓ Macro trends
- ✓ Digital trends
- ✓ Key insights from global innovation managers

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Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 19, 2027	April 23, 2027	5 days	4950.00 \$	Italy , Milan
Oct. 12, 2026	Oct. 16, 2026	5 days	4250.00 \$	UAE , Dubai
Dec. 21, 2026	Dec. 25, 2026	5 days	2150.00 \$	Virtual , Online
Jan. 18, 2027	Jan. 22, 2027	5 days	4250.00 \$	UAE , Abu Dhabi
July 19, 2027	July 23, 2027	5 days	4250.00 \$	UAE , Dubai

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