



Design Thinking for Strategic Management

Overcoming Organizational Challenges through Innovative Solutions

► Upcoming Sessions

05-09 Aug 2024	Dubai - UAE	\$5,950
11-15 Nov 2024	Dubai - UAE	\$5,950

► Training Details

Training Course Overview

This Design Thinking for Strategic Management training course offers a transformative approach to nurturing innovative and strategic thinking in business management. If you're looking to stay ahead in a dynamic market, understanding and implementing design thinking is crucial. This training course is meticulously designed to provide a deep dive into the user-centric problem-solving methodology that's reshaping the way businesses approach innovation and customer engagement. Across various modules, we will blend essential theoretical knowledge with practical, real-world applications, giving participants a robust toolkit to drive significant enhancements in product and service development, customer satisfaction, and strategic execution.

Delving into the five pillars of the design thinking framework – empathizing, defining, ideating, prototyping, and testing – the training course is packed with interactive sessions, hands-on activities, and case studies. It's an ideal learning ground for those who aim to transform their organization's problem-solving approach, foster a culture rich in innovation, and elevate their leadership capabilities. The content is structured to have immediate practical relevance, empowering you to apply these principles effectively in your unique professional scenarios.

The training course will highlight:

- Evolving problem solving strategies: Learn the complete cycle of design thinking for addressing complex organizational challenges in novel ways
- Focus on user experience: Gain essential skills for understanding and meeting customer needs, vital for enhancing product and service design
- Hands-on ideation and creativity: Acquire techniques to stimulate creative thinking and idea generation within teams, crucial for organizational growth
- Prototyping and feedback integration: Master the art of developing and refining prototypes, incorporating feedback for continuous improvement
- Strategic implementation in business: Learn how to weave Design Thinking into your organization's fabric, enhancing overall performance and competitiveness

Training Course Objectives

By the end of this Anderson training course, participants will be able to:

- Master the five stages of design thinking: Develop a thorough understanding of the design thinking process, including empathizing, defining, ideating, prototyping, and testing, to effectively address and solve complex business problems
- Enhance customer-centric problem solving: Acquire skills in empathizing with users, building user personas, and creating empathy maps to design solutions that truly meet

- customer needs and preferences
- ▶ Foster creative and innovative thinking: Learn techniques for brainstorming and ideation to encourage innovative thinking and creativity within teams, crucial for driving organizational growth and development
- ▶ Develop rapid prototyping and testing abilities: Gain hands-on experience in prototyping and testing solutions, learning to iterate based on feedback, and adapting quickly to changing requirements and market conditions
- ▶ Integrate design thinking into organizational strategy: Understand how to embed design thinking principles into your business strategy and organizational culture, enhancing overall business performance and competitiveness

Designed for

This training course is suitable to a wide range of professionals but will greatly benefit:

- ▶ Business Managers
- ▶ Team Leaders
- ▶ Process Leaders
- ▶ Functional Managers
- ▶ Program Managers
- ▶ Project Managers
- ▶ Newly Appointed Senior Managers

▶ Training Details

Day One: Introduction to Design Thinking

- ▶ Definition and principles of design thinking
- ▶ Historical background and evolution
- ▶ The importance of design thinking in business management

The Design Thinking Process

- ▶ Overview of the five stages: Empathize, define, ideate, prototype, test
- ▶ Exploration of each stage with real-world examples

Day Two: Empathy and Problem Definition

Empathy: Understanding the User

- ▶ Techniques for empathizing with users
- ▶ Conducting interviews and observations
- ▶ Building user personas and empathy maps

Defining the Problem

- ▶ Techniques for defining and framing problems
- ▶ Importance of problem statements in guiding the design process
- ▶ Tools for problem analysis

Day Three: Ideation and Prototyping

Ideation: Generating Creative Solutions

- ▶ Techniques for brainstorming and creative thinking
- ▶ Methods to foster innovation within teams
- ▶ Selecting and refining ideas

Prototyping Solutions

- ▶ Introduction to prototyping methods
- ▶ Importance of rapid prototyping in iterative design
- ▶ Gathering feedback and learning from prototypes

Day Four: Prototype and Testing

Testing and Iteration

- ▶ Designing effective tests for solutions
- ▶ Iterative process: Learning from failures and successes
- ▶ Implementing feedback into design improvements

Integrating Design Thinking into Business Strategy

- ▶ Strategies for embedding design thinking in organizational culture
- ▶ Measuring the impact of design thinking on business performance

Day Five: Overcoming Challenges and Barriers

- ▶ Common obstacles in implementing Design Thinking
- ▶ Strategies for overcoming resistance and fostering acceptance
- ▶ Building a supportive environment for Design Thinking

Conclusion and Future Trends

- ▶ Recap of key learning
- ▶ Future trends in design thinking
- ▶ Encouraging continuous learning and adaptation

▶ The Certificate

Anderson Certificate of Completion will be provided to delegates who attend and complete the course.

▶ INFO & IN-HOUSE SOLUTION

For more information about this course, call or email us at:

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Request for a Tailor-made training and educational experience for your organization now:

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