

Design Thinking

Group Training

Training code	CGADESTHCE
Spoken Language	Dutch
Language Materials	English
Dayparts	4
Price	€1.600,00 excl. VAT No extra costs.

What is Design Thinking

Design Thinking is a process for creative problem solving, optimized for challenges with high uncertainty and limited existing data. We increasingly encounter challenges that cannot be solved by traditional, linear approaches. Problems cannot be solved with the same reasoning that caused them to arise. To create a more appropriate solution, the problem must be redefined. It's not enough to just learn Design Thinking; you also need to experience it.

In this training you will get familiar with:

- What is Design Thinking?
- How does it relate to other Agila methods?
- Experience Design Thinking through several exercises
- Examples of Design Thinking in action
- How do you apply Design Thinking yourself, for example with canvases or a Design Sprint?

Who should attend Design Thinking

- Product Managers: Enhance your ability to innovate and solve complex product challenges.
- UX/UI Designers: Improve your design process by integrating user-centric problem-solving techniques.
- Business Analysts: Gain tools to redefine problems and develop creative solutions.
- Project Managers: Learn to apply Design Thinking to manage projects with high uncertainty.
- Entrepreneurs: Equip yourself with methods to tackle startup challenges creatively.
- Marketing Professionals: Innovate marketing strategies by understanding customer needs deeply.
- Engineers: Apply creative problem-solving to technical challenges.
- Educators: Integrate Design Thinking into your teaching methods to foster creativity.
- Consultants: Offer clients innovative solutions to complex problems.
- HR Professionals: Use Design Thinking to improve employee experience and organizational culture.



Prerequisites

No prior knowledge of Design Thinking is required.

Objectives

At the end of the training you will be able to:

- Understand the basics of Design Thinking theory.
- Apply Design Thinking principles to real-world problems.
- Differentiate Design Thinking from other Agile methodologies.
- Learn and apply various Design Thinking methodologies that can be used both independently and in workshops.
- Utilize tools such as canvases to implement Design Thinking in your projects.

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