

# Design Thinking Practitioner Workshop

## 3 -day workshop for experienced professionals to start the practice of Design Thinking

Design Thinking is a way to **explore alternatives** and test new ideas directly to be able to **survive disruption** and stay **market relevant**. It brings in the **user's perspective (desirability)** to the value proposition in order to create offerings that are **feasible** and **viable**.

Design Thinking is an additive methodology, and has been used across industries.

Use **Design Thinking to Transform Business**, in addition to other methodologies such as Lean, Six Sigma, Agile & change management strategies

Invest to learn this skill, for **career growth**

### FEATURES

**Learning by doing** Design Thinking Methodology & Tools to realize results on the ground, with minimum external help;

**How** and **where** to use Design Thinking in different contexts;

**Power to transform** individuals, teams and value propositions in human-centric ways;

**Integration** with existing skillsets



## WHO SHOULD ATTEND

Professionals with 5 years or more of experience, looking to contribute to their organizations' growth.

Professionals across industries, sectors stand to gain from this training.

Potential candidates

- HR professionals
- Project leads & managers
- Business excellence professionals
- People Managers
- Problem solvers

## COURSE METHODS

Design thinking is collaborative, hands on, high energy and this **3-day instructor led workshop** ensures that participants experience this first hand, by using

- Field visits
- Hands on activities
- Real life examples
- Group activities
- Videos
- Usage of a real-life problem to learn tool usage
- Mentoring post course

## COURSE OUTLINE

*Introduction to design thinking:* The what, why and elements – Lenses, methods, mindsets

*Crafting a design challenge:* A group exercise to learn & come up with a problem

*Problem Space:* Participants collaboratively identify stakeholders, create personas, empathy maps & customer journey map with field work inputs, leading to creation of point of view statement

*Solution Space:* Participants ideate, prototype & test the solution with field work

*Application:* Participants learn by using design thinking in their own professional environments, using the design thinking with other methods.

## Interested to host this for your organisation

Reach out to [shishir@easyprosol.com](mailto:shishir@easyprosol.com)

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