Global Horizon
TRAINING CENTER

Training Course:
Design Thinking Fundamentals: Unleashing
Creative Solutions

15 - 19 September 2024
Alexandria (Egypt)

Training Course:
Design Thinking Fundamentals: Unleashing Creative Solutions

Training Course code: PS235111 From: 15 - 19 September 2024 Venue: Alexandria (Egypt) - Training Course Fees: 3950 Euro

Introduction

Design Thinking is a powerful approach to problem-solving and innovation that emphasizes empathy, creativity, and collaboration. This five-day training program will provide participants with a comprehensive understanding of Design Thinking principles, methods, and tools to unleash their creative potential and develop innovative solutions to complex challenges.

Target Audience

This training program is designed for professionals, entrepreneurs, managers, and anyone interested in enhancing their problem-solving skills and fostering a culture of innovation within their organizations. No prior experience in design or creativity is required.

Objectives

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

- Understand the core principles and concepts of Design Thinking.
- Apply the Design Thinking process to identify and solve complex problems.
- Foster empathy and user-centered thinking in problem-solving.
- Generate innovative ideas through brainstorming and ideation techniques.
- Prototype and test ideas to gather feedback and iterate for improvement.
- Collaborate effectively in multidisciplinary teams to drive innovation.
- Cultivate a Design Thinking mindset for continuous innovation and improvement.

Training Program Outline

Day 1: Introduction to Design Thinking

- Understanding the history and evolution of Design Thinking.
- Exploring the five stages of the Design Thinking process: Empathize, Define, Ideate, Prototype, and Test.
- Importance of human-centered design and user empathy in problem-solving.
- Interactive activities to build empathy skills.

Day 2: Empathize and Define

- Techniques for understanding user needs, behaviors, and pain points.

- Conducting user interviews and observations.
- Defining problem statements and reframing challenges.
- Creating user personas and empathy maps.

Day 3: Ideate and Brainstorming

- Generating creative ideas through brainstorming sessions.
- Divergent thinking techniques and idea generation methods.
- Combining, refining, and selecting ideas for further development.
- Using mind mapping and other visual tools.

Day 4: Prototype and Test

- Translating ideas into tangible prototypes.
- Low-fidelity and high-fidelity prototyping techniques.
- Importance of iterative testing and feedback.
- Conducting user tests and gathering insights.

Day 5: Collaboration and Implementation

- Effective teamwork and collaboration in Design Thinking.
- Overcoming challenges and fostering a culture of innovation.
- Integrating Design Thinking into existing workflows and processes.
- Scaling and implementing innovative solutions.
- Creating a personal action plan for applying Design Thinking principles.

Registration form on the Training Course:
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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Person Responsible for Training and Development

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Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

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