



*Training Course:  
Design Thinking Fundamentals: Unleashing  
Creative Solutions*

*29 July - 2 August 2024  
Casablanca (Morocco)  
New Hotel*

# Training Course: Design Thinking Fundamentals: Unleashing Creative Solutions

Training Course code: PS235111 From: 29 July - 2 August 2024 Venue: Casablanca (Morocco) - New Hotel Training  
Course Fees: 4250 € 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: Design Thinking Fundamentals: Unleashing Creative Solutions

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
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 Personal E-Mail: .....  
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### Company Information

Company Name: .....  
 Address: .....  
 City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
 Position: .....  
 Telephone / Mobile: .....  
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### Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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### Easy Ways To Register

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