



# Design Thinking

A Customer-Centric Process  
for Rapid Innovation

*New Ways of Thinking*

# Design Thinking

A Customer-Centric Process for Rapid Innovation

Learn a low-cost and low-risk method to generate new business solutions.

## Highlights

- Learn how to develop and use a repeatable process to drive rapid innovation in your organization.
- Use role plays and exercises to develop an experimental mindset and embrace uncertainty.

## Key Competences

- Design and analytical thinking
- Driving change and innovation
- Adapting a flexible mind-set
- Creating practical solutions
- Mapping key stakeholders
- Presenting your ideas

## The Right Programme for You

You are an international manager, and you want to explore new ways to innovate rapidly in your company today. You need to drive innovation and do it systematically.

Senior Managers

Managers



## Learn, Practice and Use

- **Understand** how design thinking can improve organizational and personal performance
- **Embrace** uncertainty and develop an experimental mindset to act quickly
- **Create** a new process and attack problems from a completely new angle
- **Convert** ideas into customer value and market opportunities
- **Release** your group's creative thinking and sharpen critical analysis skills
- **Create** more progressive and practical solutions for real-world problems
- **Balance** constraints and technical limitations with customer preferences
- **Develop** design thinking to foster collaboration across functions of the organization
- **Learn** how to use a repeatable process to drive rapid innovation each time
- **Map** stakeholders and the complex network of beneficiaries
- **Share** your knowledge and challenges with your peers and MCE's highly experienced faculty

## Practical Information

### Face-to-Face



**2 days**  
**€2,995**

### Available In-Company

The programme is available as an In-Company solution for your teams. More information at [mce.eu/inco](https://mce.eu/inco)

# Programme Modules

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## Design Thinking Overview

- Key design concepts
- Main phases and steps of design thinking

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## 10 Steps of design thinking definition

- Learn about the 10 different steps for the right definition of design thinking.
- Integrating design thinking into the fabric of your organization's culture
- Adding design thinking tools and templates to help your work groups ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovation

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## Innovation Inventory Instrument

- Learn about the Innovation inventory instrument
- Learning the importance of stakeholders and interpreters
- Leading collaborative problem-solving testing
- Learning to envision and design collaboratively with visual imaging
- Mapping stakeholders and the complex network of beneficiaries
- Understanding the social-psychological aspect of user experience

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## Design Thinking Steps and Application

- Identify and frame the problem
- Conduct necessary research/gather information
- Map and analyze stakeholders
- Analyze boundaries and potential hazards
- Set success criteria and specifications
- Reframe as vision for future
- Generate ideas, select and design a concept
- Create prototype/Model
- Test for usability
- Reframe to implement or re-think

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## The Ecosystem for Design Thinking

- Organizational Realities
- Exploring formal methods for usability testing to form customer behavior and emotional response
- Presenting your vision and inviting buy-in through compelling storytelling
- Fostering an organizational climate for innovation

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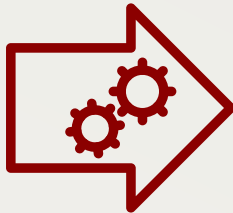
## Action Plan

- Develop your action plan for applying design thinking in your day-to-day



# Learn

the key business skills and knowledge you need for your management role today and tomorrow



# Practice

the skills you learn and get feedback, recommendations and coaching



# Use

what you learn and practise as soon as you get back to your office

For more information please contact:



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