



Digital Transformation and Innovation

## Design Thinking Masterclass



## Course Introduction

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Today, as organizations increasingly struggle to find new approaches to pervasive challenges, design thinking can unearth a wide range of new options. Long practiced by designers and architects, the design thinking methodology is increasingly used by problem solvers in fields as diverse as healthcare, sustainability, education, urban planning, new product and service development, and economic development. With an emphasis on listening, user empathy, whole-brain thinking, collaboration, and experimentation, the design thinking process offers a complementary approach to analytical decision thinking. The process can open a new path to innovation at your organization.

This training course will introduce participants to the origins, processes, and tools of design thinking through readings, discussions, and team exercises. Using these processes, frameworks, and collaborative tools, you'll tackle several design challenges during the workshop

## Target Audience

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- Business and technology leaders
- Business Unit Managers
- Business Development Consultants
- General Managers / Regional Managers
- Senior and mid-level leaders
- individual leaders of all levels in the organization
- Art Director
- Marketing Consultants
- Marketing Development Manager



## Learning Objectives

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- Understand how to build and sustain an innovative and creative business organization.
- Assess the organization and its processes to reveal the room for improvement of productivity
- Shift between various thinking styles (creative, analytical, systems, critical, etc.)
- Understand and practice various ideation, innovation and creative techniques.
- Understand the applicability of the various innovation methodologies to the respective organization.
- Apply and manage an appropriate idea and innovation management process in the organization

## Course Outline

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- **Day 01**

### **Introduction to Design Thinking and Creativity**

- Why creativity and design thinking is a trend
- The innovator's dilemma
- Thinking types
- Analytical vs creative thinking
- Divergent vs convergent thinking
- Lateral thinking
- Systems thinking
- Inspirational thinking
- Principles of creative thinking
- Bringing it all together
- The adoption of Innovation and Creativity
- Enhancing creativity and problem solving at the team level

- **Day 02**



## **Ideation, Innovation, Design Thinking**

- Ideation – creative thinking strategies and the idea generation process
- Opposite Thinking
- Rip and Rap
- Ego Alter
- Problem Framing
- Mind Mapping
- Scamper
- TRIZ

### **• Day 03**

#### **Innovation types/models**

- Process/Product/Service
- The Innovation Matrix
- Ten Types of Innovation
- Innovation based on Industry Cycles
- The Innovation Ambition Matrix

### **• Day 04**

#### **Innovation methodologies**

- Design thinking
- Phase-gate
- Lean startup
- Business model canvas
- Customer journey
- Product configuration
- Blue Ocean

#### **Innovation management**

- Definition and motivation
- Idea management
- Idea management committee and idea evaluation
- Innovation management process

### **• Day 05**

#### **Building and sustaining innovative organizations**

- Organizational capabilities, structure, strategy, and culture
- Rewards and recognition
- Organizing for disruptive innovation



- Current Innovation Trends
- Macro trends
- Digital trends
- Key insights from global innovation managers

## Confirmed Sessions

FROM	TO	DURATION	FEES	LOCATION
April 7, 2025	April 11, 2025	5 days	4950.00 \$	Italy - Milan
July 7, 2025	July 11, 2025	5 days	4250.00 \$	UAE - Dubai
Oct. 6, 2025	Oct. 10, 2025	5 days	4250.00 \$	UAE - Dubai
Dec. 21, 2025	Dec. 25, 2025	5 days	2150.00 \$	Virtual - Online