

Design Thinking Mastery

Madrid (Spain)

18 - 22 May 2026

UK Traininig

PARTNER



Design Thinking Mastery

Code: PS28 From: 18 - 22 May 2026 City: Madrid (Spain) Fees: 4400 Pound

Introduction

Design Thinking is a transformative, human-centered approach to innovation that blends creativity, problem-solving, and strategy to address complex challenges. This 5-day Design Thinking course immerses participants in the design thinking process, equipping them with the skills to apply the original design thinking methodology in organizational projects and real-world scenarios. Through hands-on exercises, participants will master the essential design thinking stages—Empathize, Define, Ideate, Prototype, and Test—to create innovative, user-centered solutions.

This course is perfect for professionals seeking to enhance creativity, improve processes, and integrate design thinking and strategy into their organization. By the end of this design thinking training, participants will confidently lead innovation and drive meaningful outcomes.

Course Objectives

By completing this course, participants will:

- Understand the Core Principles of Design Thinking: Master the design thinking steps and their role in fostering innovation.
- Empathize with Users: Learn user-centered design thinking methods to uncover insights and identify needs.
- Ideate, Prototype, and Test Solutions: Develop practical skills in creating prototypes and testing solutions for continuous improvement.
- Enhance Creativity and Strategic Problem-Solving: Use design thinking and creativity to address organizational challenges effectively.
- Facilitate Design Thinking in Teams: Gain the ability to lead and guide teams through design thinking facilitation for successful outcomes.
- Obtain Design Thinking Certification: Prepare to achieve certification as a proficient design thinker and innovation leader.

Course Outlines

Day 1: Introduction to Design Thinking

- What is Design Thinking? Explore the design thinking process, its history, and its evolution.
- Key Principles: Understand the core design thinking principles, including the human-centered approach.
- Stages of Design Thinking: Dive into the five design thinking stages—Empathize, Define, Ideate, Prototype, and Test.
- Empathy as a Cornerstone: Discover how empathy drives innovation and user-focused solutions.

UK Training
PARTNER



- Case Studies: Analyze successful applications of design thinking and creativity in diverse industries.

Day 2: Empathize Stage

- User Research Techniques: Conduct interviews, surveys, and observational research to uncover user needs.
- Creating Empathy Maps: Visualize user experiences and emotions using key design thinking elements.
- Pattern Recognition: Identify user pain points and opportunities through observation and immersion exercises.
- Tools for Empathy: Explore innovative tools to enhance user insights.

Day 3: Define Stage

- Crafting Problem Statements: Learn to define actionable problem statements that drive ideation.
- Developing Personas: Represent your target audience with detailed user personas.
- Point of View Statements: Use POV statements to focus ideation on solving the right problems.
- Prioritizing Challenges: Apply frameworks like "How Might We?" questions to guide brainstorming sessions.

Day 4: Ideate Stage

- Brainstorming Techniques: Unlock creativity with methods emphasizing the generation of numerous ideas.
- Mind Mapping and Storyboarding: Use visuals to connect and expand ideas.
- Idea Evaluation and Selection: Apply criteria to prioritize the most viable solutions.
- Prototyping Basics: Build low-fidelity prototypes to test initial ideas.
- Interactive Design Thinking Activities: Participate in group exercises that foster innovation and teamwork.

Day 5: Prototype and Test Stages

- Prototyping Tools and Techniques: Explore materials and software for creating impactful prototypes.
- User Testing and Feedback: Conduct user testing to refine solutions based on feedback.
- Iteration and Refinement: Learn how iterative cycles improve outcomes.
- Presenting Solutions: Master the art of pitching your design concepts to stakeholders.
- Facilitating Design Thinking Workshops: Gain techniques for leading design thinking training in organizational settings.

Why Attend this Course: Wins & Losses!

- Practical Expertise: Learn actionable skills to apply design thinking methods in real-world scenarios.
- Creative Problem-Solving Skills: Unlock innovative thinking to tackle complex organizational challenges.
- Enhanced Strategic Thinking: Align design thinking and strategy to meet business objectives.
- User-Centered Approach: Create solutions that resonate with end-users through empathy and testing.
- Certification Preparation: Prepare to achieve design thinking certification, demonstrating your mastery.

Conclusion

This Design Thinking course is your gateway to mastering innovation and creating impactful, user-centered solutions. Whether you're seeking to enhance creativity, improve organizational processes, or achieve design thinking certification, this program equips you with the tools and techniques to lead with confidence.

A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The text 'UK Training' is above 'PARTNER' in a bold, black, sans-serif font.

UK Training
PARTNER



Join us now to harness the power of design thinking principles and unlock your potential as a design thinker!

UK Training
PARTNER

Head Office: +44 7480 775 526
Email: Sales@blackbird-training.com
Website: www.blackbird-training.com



Blackbird Training Cities

Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Annecy (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)



Podgorica (Montenegro)



Batumi (Georgia)



Salzburg (Austria)



Florence (Italy)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Athens (Greece)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



Blackbird Training Cities

USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

ASIA



Baku (Azerbaijan)
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Melbourne (Australia)
(Kuwait)



Phuket (Thailand)



Shanghai (China)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City



Seoul (South Korea)



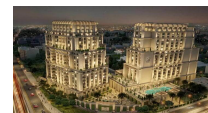
Pulau Ujong (Singapore)



Irbid (Jordan)



Jakarta (Indonesia)



Amman (Jordan)



Beirut

UK Training
PARTNER

Blackbird Training Cities

AFRICA



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



Blackbird Training Clients



MANNAI Trading
Company WLL,
Qatar



Alumina Corporation
Guinea



Booking.com
Netherlands



Oxfam GB International
Organization,
Yemen



Capital Markets
Authority,
Kuwait



Waltersmith Petroman Oil Limited
Nigeria



Qatar National Bank
(QNB),
Qatar



Qatar Foundation,
Qatar



AFRICAN UNION ADVISORY
BOARD ON CORRUPTION,
Tanzania



KFAS
Kuwait



Reserve Bank of
Malawi,
Malawi



Central Bank of Nigeria
Nigeria



Ministry of Interior,
KSA



Mabruk Oil Company
Libya



Saudi Electricity
Company,
KSA



BADAN PENGELOLA
KEUANGAN Haji,
Indonesia



NATO
Italy



ENI CORPORATE
UNIVERSITY,
Italy



Gulf Bank
Kuwait



General Organization for
Social Insurance
KSA



Defence Space Administration
Nigeria



National Industries
Group (Holding),
Kuwait



Hamad Medical
Corporation,
Qatar



USAID
Pakistan



STC Solutions,
KSA



North Oil company,



EKO Electricity



Oman Broadband



UNITED NATIONS
UN.



Authority for

UK Training
PARTNER

Blackbird Training Categories

Management & Admin

Entertainment & Leisure
Professional Skills
Finance, Accounting, Budgeting
Media & Public Relations
Project Management
Human Resources
Audit & Quality Assurance
Marketing, Sales, Customer Service
Secretary & Admin
Supply Chain & Logistics
Management & Leadership
Agile and Elevation

Technical Courses

Artificial Intelligence (AI)
Hospital Management
Public Sector
Special Workshops
Oil & Gas Engineering
Telecom Engineering
IT & IT Engineering
Health & Safety
Law and Contract Management
Customs & Safety
Aviation
C-Suite Training



 International House 185 Tower Bridge
Road London SE1 2UF United Kingdom

 +44 7401 1773 35
+44 7480 775526

 Sales@blackbird-training.com

 www.blackbird-training.com

UK Training
PARTNER

