BLACKBIRD FOR TRAINING

Design Thinking Mastery

13 – 17 September 2027
Rome (Italy)



Design Thinking Mastery

Ref: 3254429_170339 **Date:** 13 – 17 September 2027 **Location:** Rome (Italy) **Fees:** 5200 GBP



Introduction

Design Thinking is a transformative, human-centered approach to innovation that blends creativity, problem-solving, and strategy to address complex challenges. This 1-week 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

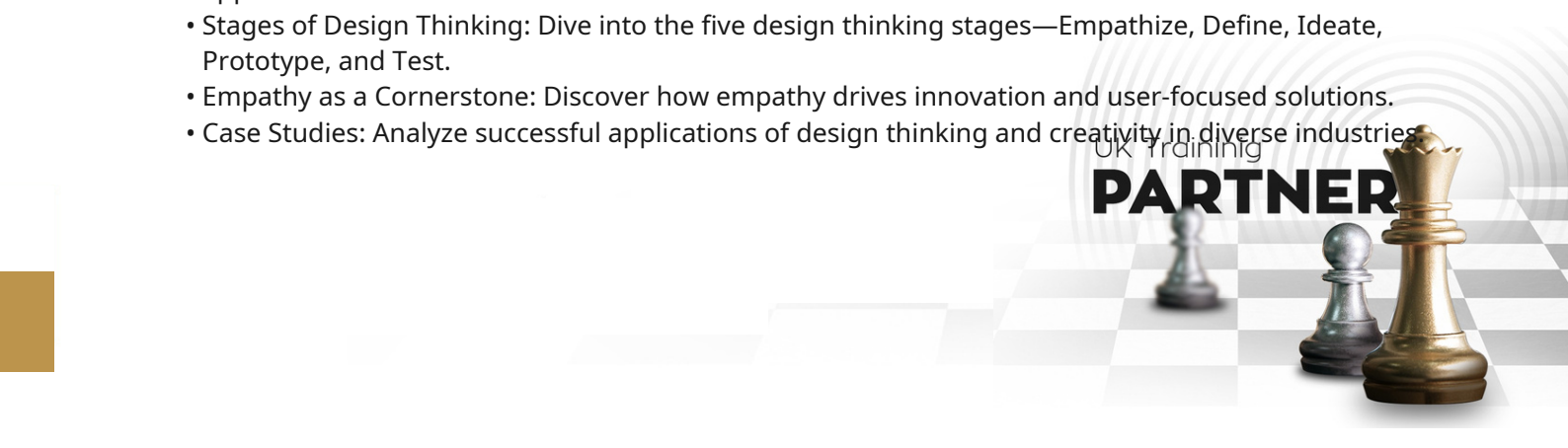
By completing this course, participants will:

- 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.
- 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

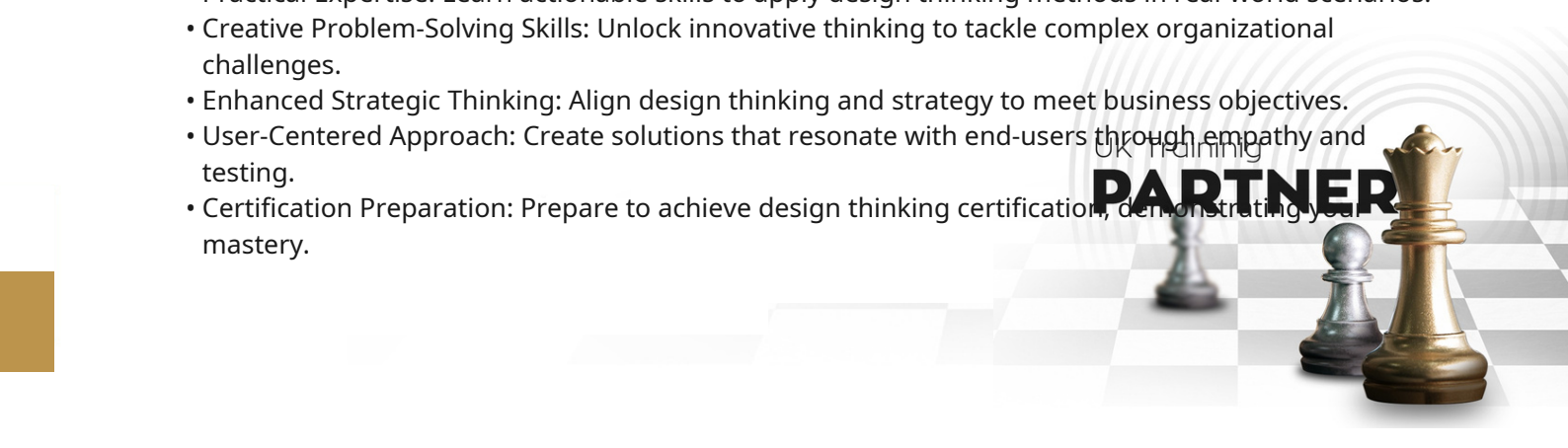
- Brainstorming Techniques: Unlock creativity with methods emphasizing the generation of numerous ideas.
- Mind Mapping and Storyboarding: Use visuals to connect and expand ideas.
- Idea Evaluation and Selection: Apply criteria to prioritize the most viable solutions.
- Prototyping Basics: Build low-fidelity 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.

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

