BLACKBIRD FOR TRAINING

Advanced Design Thinking for Innovation

20 – 24 September 2027
Barcelona (Spain)



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Introduction

Advanced Design Thinking has emerged as a strategic approach for driving innovation across modern organizations. It goes beyond traditional ideation to focus on creating practical, human-centered solutions that align with organizational goals and can be scaled effectively. By combining structured frameworks with creativity, Advanced Design Thinking for Innovation empowers leaders and teams to translate challenges into opportunities and ideas into tangible outcomes.

This program is designed for executives, team leaders, and professionals across multiple sectors such as energy, finance, telecommunications, project management, human resources, and marketing. It provides participants with advanced tools, techniques, and real-world applications to strengthen their ability to lead innovation and foster a culture of creativity within their organizations.

Course Objectives

- Explore advanced principles of design thinking and their role in innovation.
- Apply practical tools to generate human-centered solutions.
- Align innovation initiatives with organizational strategies.
- Develop the ability to transform ideas into prototypes and test them effectively.
- Strengthen collaboration across cross-functional teams.
- Build KPIs to measure innovation success and impact.
- Analyze global case studies to identify best practices.
- Enhance leadership capabilities to drive an innovation culture.

Course Outlines

Day 1: Foundations of Advanced Design Thinking

- Review of design thinking principles and advanced applications.
- Key differences between traditional and advanced design thinking.
- The role of human-centered innovation in organizational success.
- Leadership's role in enabling design thinking.
- Common challenges in institutional adoption.
- Group activity: mapping the innovation lifecycle.



Day 2: Problem Analysis & User Insights

- Tools for analyzing complex organizational challenges.
- Journey mapping to understand user experiences.
- Gathering qualitative and quantitative insights.
- Workshop: developing a user experience map.
- Identifying constraints and opportunities.
- Setting criteria for innovation priorities.

Day 3: Prototyping & Experimentation

- Steps for building prototypes from ideas.
- Tools for testing feasibility and scalability.
- Rapid experimentation cycles to minimize risks.
- Iteration methods for continuous improvement.
- Practical exercise: creating a working prototype.
- Case studies on successful prototypes turned into real solutions.

Day 4: Innovation Project Management & Measurement

- Methodologies for managing design-driven innovation projects.
- Building KPIs to track progress and outcomes.
- Effective resource allocation for innovation projects.
- Leading cross-functional innovation teams.
- Workshop: drafting an innovation project plan.
- Success and failure factors in design-led initiatives.

Day 5: Evaluation & Roadmap for Sustainable Innovation

- Reviewing tools, concepts, and skills acquired.
- Assessing prototypes and innovation initiatives developed by participants.
- Designing a roadmap for long-term innovation.
- Strategies for embedding design thinking into organizational culture.
- Sharing key lessons and best practices.
- Final evaluation and feedback session.



Why Attend this Course? Wins & Losses!

- Gain advanced knowledge in applying design thinking for innovation.
- Learn how to transform ideas into scalable, practical solutions.
- Strengthen collaboration and creativity across teams.
- Build a sustainable innovation-driven culture.
- Enhance efficiency in managing innovation projects.
- Access tools to measure the impact and success of innovation initiatives.
- Improve organizational competitiveness and adaptability.
- Boost leadership skills in dynamic environments.

Conclusion

Advanced Design Thinking for Innovation offers a comprehensive framework for transforming creativity into meaningful and scalable solutions. By combining advanced tools with practical application, this program equips participants to lead innovation, foster a culture of experimentation, and deliver measurable results. Investing in advanced design thinking not only strengthens organizational resilience but also creates a pathway for sustainable growth and long-term success.

