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Global Learning for Operational Leaders



DIGITAL INNOVATION AND TRANSFORMATION | DIT-064

Design Thinking for Innovation and Problem Solving

Contact

+31 85 7444446
info@aractech.com
https://aractech.com

Address

Waarderweg 50, 2031 BP Haarlem - Netherlands.



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Course content

Why Attend

Organisations face problems that cannot be solved by analysis alone: changing customer expectations, new competitors, digital disruption and complex public challenges. Solving them requires deep understanding of people and the courage to experiment.

Design thinking is a human-centred approach to innovation used by leading companies and governments worldwide. It combines empathy, creativity and rapid experimentation to develop solutions that people actually want and use.

Course Methodology

• This training course will utilise a variety of proven adult learning techniques to ensure maximum understanding, comprehension and retention of the information presented. This includes an interactive mixture of lecture-led learning, case studies, practical exercises and group discussions.

Course Objectives

• Understand core principles and best practices covered in Design Thinking for Innovation and Problem Solving.

• Apply practical techniques to day-to-day operational challenges.

• Build an implementation action plan suitable for your organization.

Target Audience

• Innovation and strategy managers

• Product and service designers

• Customer experience professionals

• Digital transformation teams



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Course outline

Detailed course outline

Day-by-day outline for Design Thinking for Innovation and Problem Solving.

Day 1 - The Design Thinking Mindset

• 09:00-09:49 | What Design Thinking Is: Origins, principles and how it differs from traditional problem solving

• 09:49-10:38 | The Design Thinking Process: Empathise, define, ideate, prototype and test

• 10:38-11:00 | Mindsets of Innovators: Curiosity, optimism, collaboration and comfort with ambiguity

• 11:00-11:30 | Coffee break

• 11:30-11:33 | Mindsets of Innovators: Curiosity, optimism, collaboration and comfort with ambiguity (continued)

• 11:33-11:58 | Desirability, Feasibility and Viability: Balancing the three lenses of innovation

• 11:58-12:47 | Global and Regional Examples: Design thinking in companies and government services

• 12:47-13:36 | Setting the Challenge: Choosing problems that suit design thinking

• 13:36-14:00 | Team Kick-off: Teams select a real innovation challenge for the course

Day 2 - Empathise: Understanding Users Deeply

• 09:00-09:34 | User Research Planning: Defining what to learn and from whom

• 09:34-10:08 | Interviewing Techniques: Open questions, listening and uncovering hidden needs

• 10:08-10:42 | Observation and Immersion: Learning from what people do, not just what they say

• 10:42-11:00 | Empathy Maps: Capturing what users think, feel, say and do

• 11:00-11:30 | Coffee break

• 11:30-11:46 | Empathy Maps: Capturing what users think, feel, say and do (continued)

• 11:46-12:20 | Personas: Creating realistic representations of key user groups

• 12:20-12:53 | Customer Journey Mapping: Identifying pain points and moments that matter

• 12:53-14:00 | Field Exercise: Teams conduct user interviews and build empathy maps



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Day 3 - Define and Ideate

- 09:00-09:30 | Synthesising Insights: Finding patterns in research findings
- 09:30-10:00 | Point-of-View Statements: Framing the problem from the user's perspective
- 10:00-10:30 | How Might We Questions: Turning problems into opportunities
- 10:30-11:00 | Ideation Methods: Brainstorming, SCAMPER, reverse thinking and analogies
- 11:00-11:30 | Coffee break
- 11:30-12:30 | Building on Ideas: Combining and developing concepts
- 12:30-13:00 | Selecting Ideas: Dot voting, impact-effort matrices and concept evaluation
- 13:00-14:00 | Workshop: Teams define their challenge and generate solution ideas

Day 4 - Prototype and Test

- 09:00-09:34 | The Purpose of Prototyping: Learning quickly and cheaply
- 09:34-10:08 | Prototype Types: Sketches, storyboards, paper prototypes, role plays and digital mock-ups
- 10:08-10:42 | Service Prototyping: Testing services, processes and experiences
- 10:42-11:00 | Planning User Tests: Defining what to test and how to measure it
- 11:00-11:30 | Coffee break
- 11:30-11:46 | Planning User Tests: Defining what to test and how to measure it (continued)
- 11:46-12:20 | Running Tests: Observing users and gathering honest feedback
- 12:20-12:53 | Iterating: Using feedback to improve or pivot
- 12:53-14:00 | Lab: Teams build and test prototypes with real users



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Day 5 - Bringing Design Thinking into the Organisation

- 09:00-09:27 | From Prototype to Implementation: Business cases, pilots and scaling
- 09:27-10:21 | Combining Design Thinking with Agile and Lean: An integrated innovation approach
- 10:21-11:00 | Facilitating Design Thinking Workshops: Planning, energy and outcomes
- 11:00-11:30 | Coffee break
- 11:30-11:45 | Facilitating Design Thinking Workshops: Planning, energy and outcomes (continued)
- 11:45-12:39 | Building an Innovation Culture: Leadership, safety to fail and recognition
- 12:39-13:06 | Measuring Innovation Outcomes: Metrics for learning and impact
- 13:06-13:33 | Overcoming Barriers: Resistance, risk aversion and resource constraints
- 13:33-14:00 | Capstone: Teams present their solution and implementation plan



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Seminar dates

Available seminar dates

Live dates and pricing for Design Thinking for Innovation and Problem Solving generated from the course details page.

Date	Location	Format	Fee
4 - 8 January 2027	Paris	Classroom	**€2,210**
11 - 15 January 2027	Dubai	Classroom	**€2,745**
18 - 22 January 2027	Amsterdam	Classroom	**€2,415**
25 - 29 January 2027	Dubai	Classroom	**€2,745**
1 - 5 February 2027	Rotterdam	Classroom	**€3,400**
8 - 12 February 2027	Cape Town	Classroom	**€1,895**
15 - 19 February 2027	Istanbul	Classroom	**€2,250**
22 - 26 February 2027	Dusseldorf	Classroom	**€3,400**
1 - 5 March 2027	Barcelona	Classroom	**€2,175**
8 - 12 March 2027	Cape Town	Classroom	**€1,895**



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Date	Location	Format	Fee
15 - 19 March 2027	Frankfurt	Classroom	**€2,215**
22 - 26 March 2027	Dubai	Classroom	**€2,745**
5 - 9 April 2027	Kuala lumpur	Classroom	**€2,425**
12 - 16 April 2027	London	Classroom	**€2,815**
19 - 23 April 2027	Berlin	Classroom	**€3,400**
26 - 30 April 2027	Dubai	Classroom	**€2,745**
3 - 7 May 2027	Cape Town	Classroom	**€1,895**
10 - 14 May 2027	Paris	Classroom	**€2,210**
17 - 21 May 2027	Stockholm	Classroom	**€3,400**
24 - 28 May 2027	Amsterdam	Classroom	**€2,415**



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7 - 11 June 2027	Dubai	Classroom	**€2,745**
14 - 18 June 2027	London	Classroom	**€2,815**
21 - 25 June 2027	Cape Town	Classroom	**€1,895**
5 - 9 July 2027	Malmo	Classroom	**€3,400**
12 - 16 July 2027	Dubai	Classroom	**€2,745**
19 - 23 July 2027	Barcelona	Classroom	**€2,175**
26 - 30 July 2027	Cape Town	Classroom	**€1,895**
2 - 6 August 2027	Frankfurt	Classroom	**€2,215**
9 - 13 August 2027	Dubai	Classroom	**€2,745**
16 - 20 August 2027	Kuala lumpur	Classroom	**€2,425**



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Date	Location	Format	Fee
23 - 27 August 2027	Copenhagen	Classroom	**€3,400**
6 - 10 September 2027	Istanbul	Classroom	**€2,250**
13 - 17 September 2027	Dubai	Classroom	**€2,745**
20 - 24 September 2027	Cape Town	Classroom	**€1,895**
4 - 8 October 2027	Paris	Classroom	**€2,210**
11 - 15 October 2027	Dubai	Classroom	**€2,745**
18 - 22 October 2027	Oslo	Classroom	**€4,200**
25 - 29 October 2027	Dubai	Classroom	**€2,745**
1 - 5 November 2027	London	Classroom	**€2,815**
8 - 12 November 2027	Cape Town	Classroom	**€1,895**



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15 - 19 November 2027	Istanbul	Classroom	**€2,250**
22 - 26 November 2027	Dubai	Classroom	**€2,745**
6 - 10 December 2027	Dublin	Classroom	**€3,360**
13 - 17 December 2027	Cape Town	Classroom	**€1,895**
20 - 24 December 2027	Frankfurt	Classroom	**€2,215**
27 - 31 December 2027	Dubai	Classroom	**€2,745**
4 - 8 January 2027	Online / Live	Online / Live	**€1,515**
11 - 15 January 2027	Online / Live	Online / Live	**€1,515**
18 - 22 January 2027	Online / Live	Online / Live	**€1,515**
25 - 29 January 2027	Online / Live	Online / Live	**€1,515**



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Date	Location	Format	Fee
1 - 5 February 2027	Online / Live	Online / Live	**€1,515**
8 - 12 February 2027	Online / Live	Online / Live	**€1,515**
15 - 19 February 2027	Online / Live	Online / Live	**€1,515**
22 - 26 February 2027	Online / Live	Online / Live	**€1,515**
1 - 5 March 2027	Online / Live	Online / Live	**€1,515**
8 - 12 March 2027	Online / Live	Online / Live	**€1,515**
15 - 19 March 2027	Online / Live	Online / Live	**€1,515**
22 - 26 March 2027	Online / Live	Online / Live	**€1,515**
5 - 9 April 2027	Online / Live	Online / Live	**€1,515**
12 - 16 April 2027	Online / Live	Online / Live	**€1,515**



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19 - 23 April 2027	Online / Live	Online / Live	**€1,515**
26 - 30 April 2027	Online / Live	Online / Live	**€1,515**
3 - 7 May 2027	Online / Live	Online / Live	**€1,515**
10 - 14 May 2027	Online / Live	Online / Live	**€1,515**
17 - 21 May 2027	Online / Live	Online / Live	**€1,515**
24 - 28 May 2027	Online / Live	Online / Live	**€1,515**
7 - 11 June 2027	Online / Live	Online / Live	**€1,515**
14 - 18 June 2027	Online / Live	Online / Live	**€1,515**
21 - 25 June 2027	Online / Live	Online / Live	**€1,515**
5 - 9 July 2027	Online / Live	Online / Live	**€1,515**



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12 - 16 July 2027	Online / Live	Online / Live	**€1,515**
19 - 23 July 2027	Online / Live	Online / Live	**€1,515**
26 - 30 July 2027	Online / Live	Online / Live	**€1,515**
2 - 6 August 2027	Online / Live	Online / Live	**€1,515**
9 - 13 August 2027	Online / Live	Online / Live	**€1,515**
16 - 20 August 2027	Online / Live	Online / Live	**€1,515**
23 - 27 August 2027	Online / Live	Online / Live	**€1,515**
6 - 10 September 2027	Online / Live	Online / Live	**€1,515**
13 - 17 September 2027	Online / Live	Online / Live	**€1,515**
20 - 24 September 2027	Online / Live	Online / Live	**€1,515**

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4 - 8 October 2027	Online / Live	Online / Live	**€1,515**
11 - 15 October 2027	Online / Live	Online / Live	**€1,515**
18 - 22 October 2027	Online / Live	Online / Live	**€1,515**
25 - 29 October 2027	Online / Live	Online / Live	**€1,515**
1 - 5 November 2027	Online / Live	Online / Live	**€1,515**
8 - 12 November 2027	Online / Live	Online / Live	**€1,515**
15 - 19 November 2027	Online / Live	Online / Live	**€1,515**
22 - 26 November 2027	Online / Live	Online / Live	**€1,515**
6 - 10 December 2027	Online / Live	Online / Live	**€1,515**
13 - 17 December 2027	Online / Live	Online / Live	**€1,515**

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Date	Location	Format	Fee
20 - 24 December 2027	Online / Live	Online / Live	**€1,515**
27 - 31 December 2027	Online / Live	Online / Live	**€1,515**

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