DESIGN THINKING

Overview of workshop content

After a short introduction, participants will go through a complete design thinking cycle, practicing key skills such as empathy and creativity. The workshop will be organized around three main blocks:

- ✓ **Introduction to the design thinking principles**
- ✓ **Hands-on practice of the design thinking process**
- ✓ **Reflection on how to apply the principles in own product, service or business development**

Note: The workshop content and format can be adapted to fit the individual team or organization.

Brief history...

Design thinking is a method of applying creativity to come up with new solutions to difficult problems. It's a process where participants immerse themselves in a problem space, think creatively around pain points and opportunity areas, and then iteratively prototype new solutions. Focused on listening, user empathy, whole-brain thinking, collaboration, and experimentation, design thinking can be applied within any team and in any field.

Key benefits

Learn how to empathize with the needs and motivations of end users.

Practice the mindsets of design thinking process.

Get inspiration on how to use the design thinking process in your work.

Who is this training for?

Entrepreneurs, start-ups, or any organization working with product, service and/or business development.

Duration and format

A focused 3 hour in-house session for groups from 10 to 24 participants