

Design Thinking: A Customer-Centric Process for Rapid Innovation



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Learn a low-cost and low-risk method to generate business solutions.

What if you could create radical solutions that could stimulate an emotional response? Better yet, what if you could do so rapidly?

Experimental, collaborative and holistically innovative.

That's design thinking. It's a mindset for success. It's for anyone who wants to see infinite possibilities and turn problems into solutions.

Putting the customer front and center, design thinking offers a strategy for successful companies to be more agile and innovative.

Using a proven process to drive innovation, you will work in small teams to visualize outcomes and challenge assumptions. You'll learn a proven, repeatable, creative and collaborative problem-solving method that you can use to reframe problems and generate more rapid, empathetic and innovative products and services.

Who should attend?

Business professionals in any functional area or role associated with revenue growth.

**"If I had asked people what they
wanted, they would have
said faster horses."**

Henry Ford

How you will benefit

How will you benefit?

After taking this programme, you will be able to:

- Understand how design thinking can improve organizational and personal performance
- Embrace uncertainty and develop an experimental mindset to iterate quickly
- Create a new process and attack problems from a completely new angle
- Convert ideas into customer value and market opportunity
- Release your group's creative thinking and sharpen critical analysis
- Create more progressive and practical solutions for real-world problems
- Balance constraints and technical limitations with customer preferences
- Develop design thinking to foster collaboration across functions of the organization
- Learn how to use a repeatable process to drive rapid innovation

Why participate in an MCE programme?

TOP PROGRAMME

Almost 400,000 participants have taken part in an MCE Open Enrolment programme.

PRACTICAL

Pragmatic approach to learning - learn today, apply tomorrow.

FACILITATORS

MCE's Facilitators are experts in their field with extensive business experience.

INTERNATIONAL

Global best practice and networking with peers from across EMEA.

RECOGNISED

MCE is a top ranked learning provider with a unique offering in Leadership Skills and Business Acumen.

RECOMMENDED

95% of our clients would come back for another programme and recommend MCE.

“Facilitator, content, tools, methods, room were very good and fitted to the participants and their needs.”

Andreas Armenat, Head of Production, GO Generics & Standard Solutions, Fresenius Kabi AG, Germany

What will you learn and practise?

This 2-day training programme is highly interactive with exercises and role plays. After taking this course, these are the capabilities you will develop:

- Integrating design thinking into the fabric of your organization's culture
- Adding design thinking tools and templates to help your work groups ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovation
- Learning the importance of stakeholders and interpreters
- Leading collaborative problem-solving testing
- Learning to envision and design collaboratively with visual imaging
- Mapping stakeholders and the complex network of beneficiaries
- Understanding the social-psychological aspect of user experience
- Exploring formal methods for usability testing to form customer behaviour and emotional response
- Presenting your vision and inviting buy-in through compelling storytelling
- Fostering an organizational climate for innovation resilience in your organization

Booking details

 Duration	2 Days
 Type	Classroom
 Price	€2950



ALSO AVAILABLE AS AN
IN-COMPANY PROGRAMME

Register Now

-  **+32 (0)2 543 21 20**
-  **registration@mce.eu**
-  **www.mce.eu**