Design Thinker
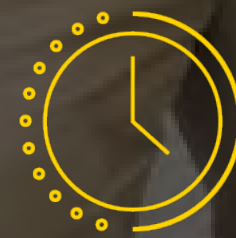
Live

Trainer-led online
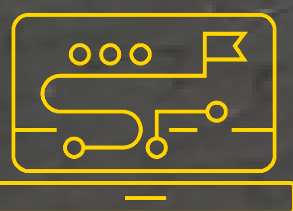
2 days – 9:00 to 17:30

Facilitated online

2x4 weeks – asynchronous

D+HINKING

POSITIVE GROWTH BY HUMAN

The design thinking sprint leads to the validation with the users of a value proposition using empathy, iteration, prototyping & test in a team setting. This design thinker training gives you the opportunity to safely practice in a team setting and, later on, to replicate such sprint with its tools in your work environment.
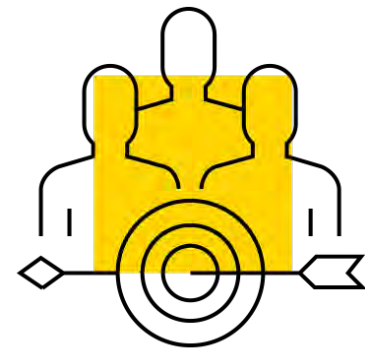
Audience

Anyone wishing to experiment Design Thinking in a Design Thinking Sprint mode to innovate in a human-centered way: marketing, HR, digital, innovation, transformation, consultant, UX designer, UI designer, Scrum Master, Product Owner, Product Manager, Head of Product.
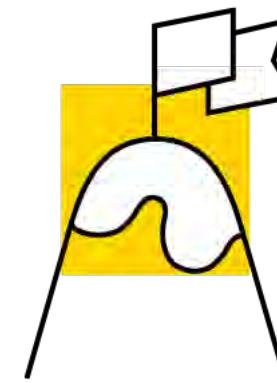
Objective

- Understand the Design Thinking mindset in Design Thinking Sprint mode in a team setting. A comparison will be made with lean startup.

- Acquire an effective user-centric innovation methodology to quickly evaluate and validate products.

- Learn by doing the process and its tools.

- Experience a collaborative and agile work culture based on empathy, prototyping / testing and iteration in a team.
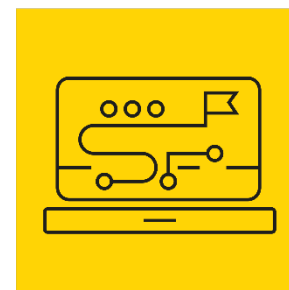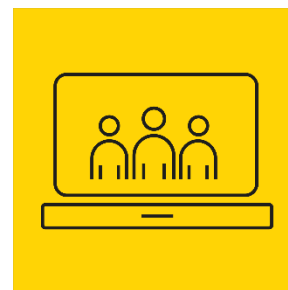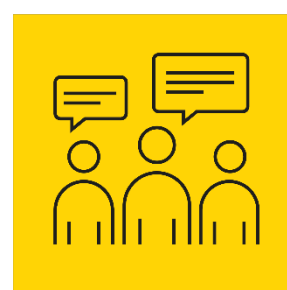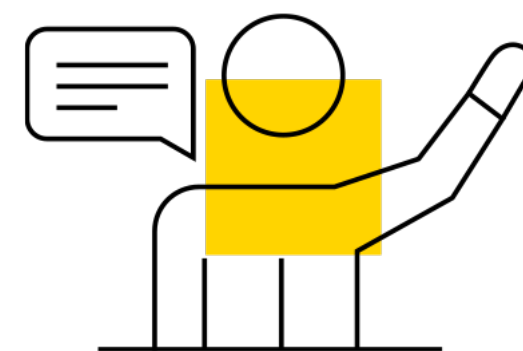
Required level

You just need to be enthusiastic about learning this competency.
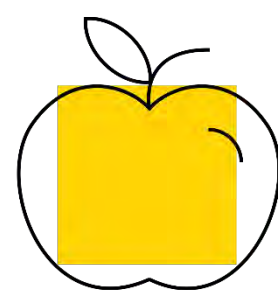
Learning type

Multiple teams of 3 to 5 maximum live or trained-led online. A succession of theory (10%), practice and debriefs. Or autonomously & asynchronously (facilitated online).

Trainers

We are practioners. We share the same mindset, sprints, methods and tools. You can discover us on the website. Here are a few of us:

Adrien Fulda
Sprint facilitator
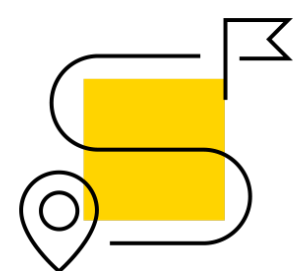
Virginie Vivier
Sprint facilitator

Remi Edart
Human being

Nikitas Kindinys
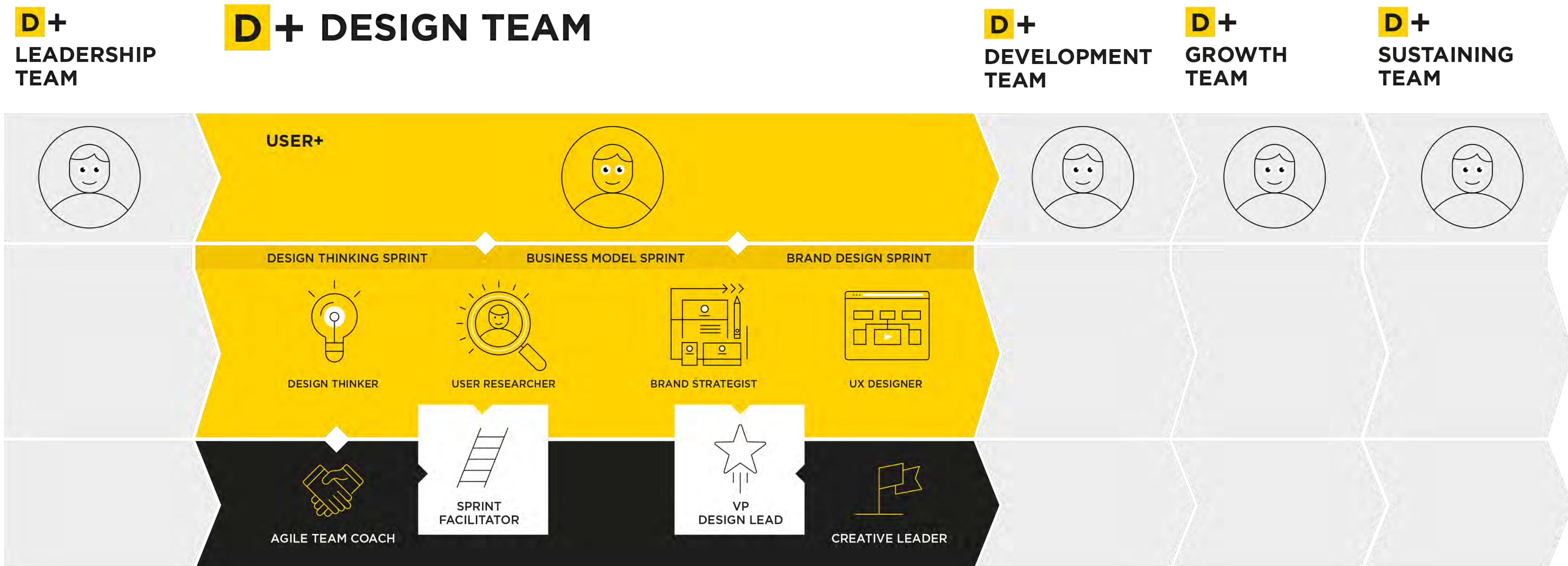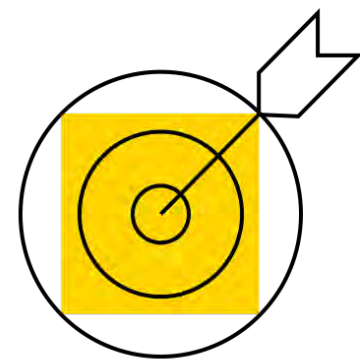Sprint facilitator

Mélanie Ouardirhi
Sprint facilitator

The journey

The design thinker is a key rôle in innovation and in transformation. They come from different functions. They bring this user centricity in the design thinking, business model, brand design ou UX design sprints. The design team delivers a value proposition validated with the users.

D+ LEADERSHIP TEAM

D+ DESIGN TEAM

D+ DEVELOPMENT TEAM

D+ GROWTH TEAM

D+ SUSTAINING TEAM

USER+

DESIGN THINKING SPRINT   BUSINESS MODEL SPRINT   BRAND DESIGN SPRINT

DESIGN THINKER   USER RESEARCHER   BRAND STRATEGIST   UX DESIGNER

AGILE TEAM COACH   SPRINT FACILITATOR   VP DESIGN LEAD   CREATIVE LEADER

Benefits

Innovation / marketing

- You better define user needs and respond to them with adequate solutions, new services or products. And you increase the turnover with higher margins.
- You replicate such a design thinking sprint in your innovation lab or for your clients (consultant).

Transformation

- You better involve employees in a transformation by creating a commitment with XXL workshops.
- You improve internal processes more focused on the needs of employees.

Digital

- You define the value proposition desired by users before producing it digitally.
- You collaboratively align business lines and IT on such a value proposition.
- You increase the return on investment of the IT department.

Tools

- More than 17 canvases and electronic method cards to replicate this sprint.
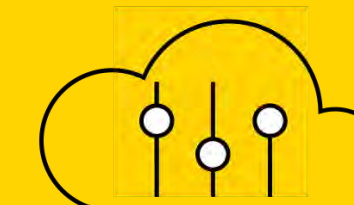- The lean design doing booklet (design thinking and lean startup in design thinking sprint mode).
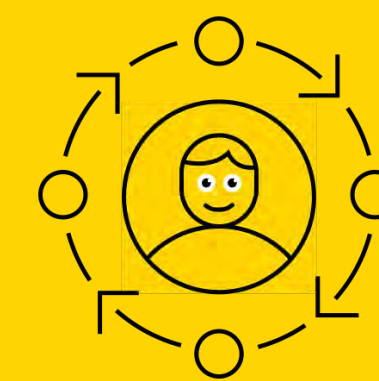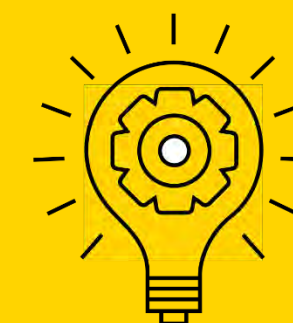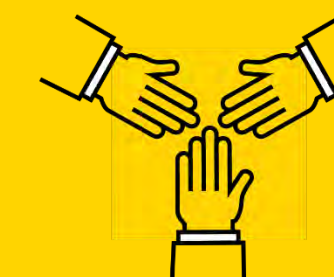
User centricity
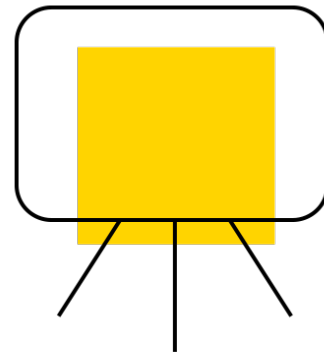
Active listening

Empathy

Adaptive thinking

Creativity

Collaboration

Developed competencies

What you learn

Our workshops are designed to maximize the most useful learnings with our most experienced trainers. Before the workshops, videos are communicated to the learners for a theoretical learning. We develop sprints and tools that you can easily replicate and use after the workshop.

Step 1

From observing to insights sharing

After a short introduction to Design Thinking, you quickly enter into empathy with your users by using observation techniques (interview, observation, immersion). By sharing your interviews, you identify surprising discoveries, tensions or contradictions, their problems, the tasks they have to do.
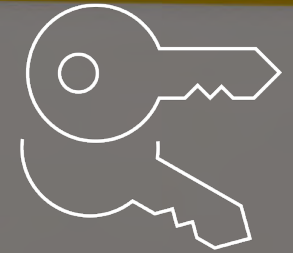
Step 2

From persona to critical needs

By taking inspiration from the interviewees, you create a persona, the archetype of users. You synthesize a point of view on the critical need of your persona.
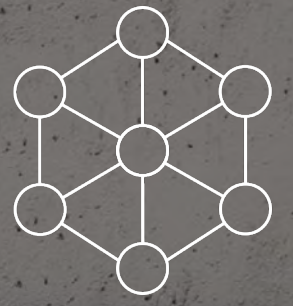
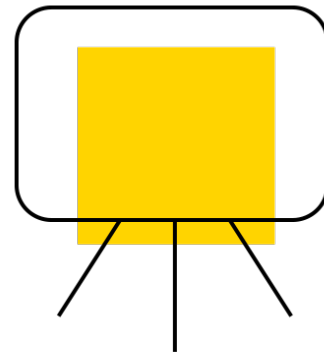What you get

Peers

Competencies

Tools

Documentation

Certificate

What you learn

## Step 3

From ideation to iteration

You generate ideas by following an easily replicable protocol that meet the critical need. You prototype solutions. You confront your prototype with users during tests to quickly iterate your solution in order to validate step by step the adequacy between a user need and the team's idea. Finally, we debrief on the potential of Design Thinking and Service Design in design thinking sprint mode in your organizations.

Follow-up

Certification & the next step of your journey

Successful practice assessments and an online test will allow you to be certified with a digital certificate, which can be integrated into your LinkedIn profile, attesting to your new skills.
The next step could be to become Sprint Facilitator or Service Designer..
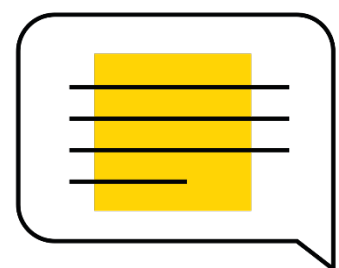
Testimonials

Marie Claire

Head of Retail Banking

During a top talent workshop, « I heard puzzling, hair-raising, impressive, and decisive. Thus, I think it is what we have to do to evolve, to allow precisely new ideas to flourish and especially to think of our customers. »

Patrice

RH, executive coach

« Communication skills (active listening, empathy, facilitation and workshops and working groups), Others related to the subject of innovation and transformation (creativity, collaboration, collective intelligence and emerging thinking).»
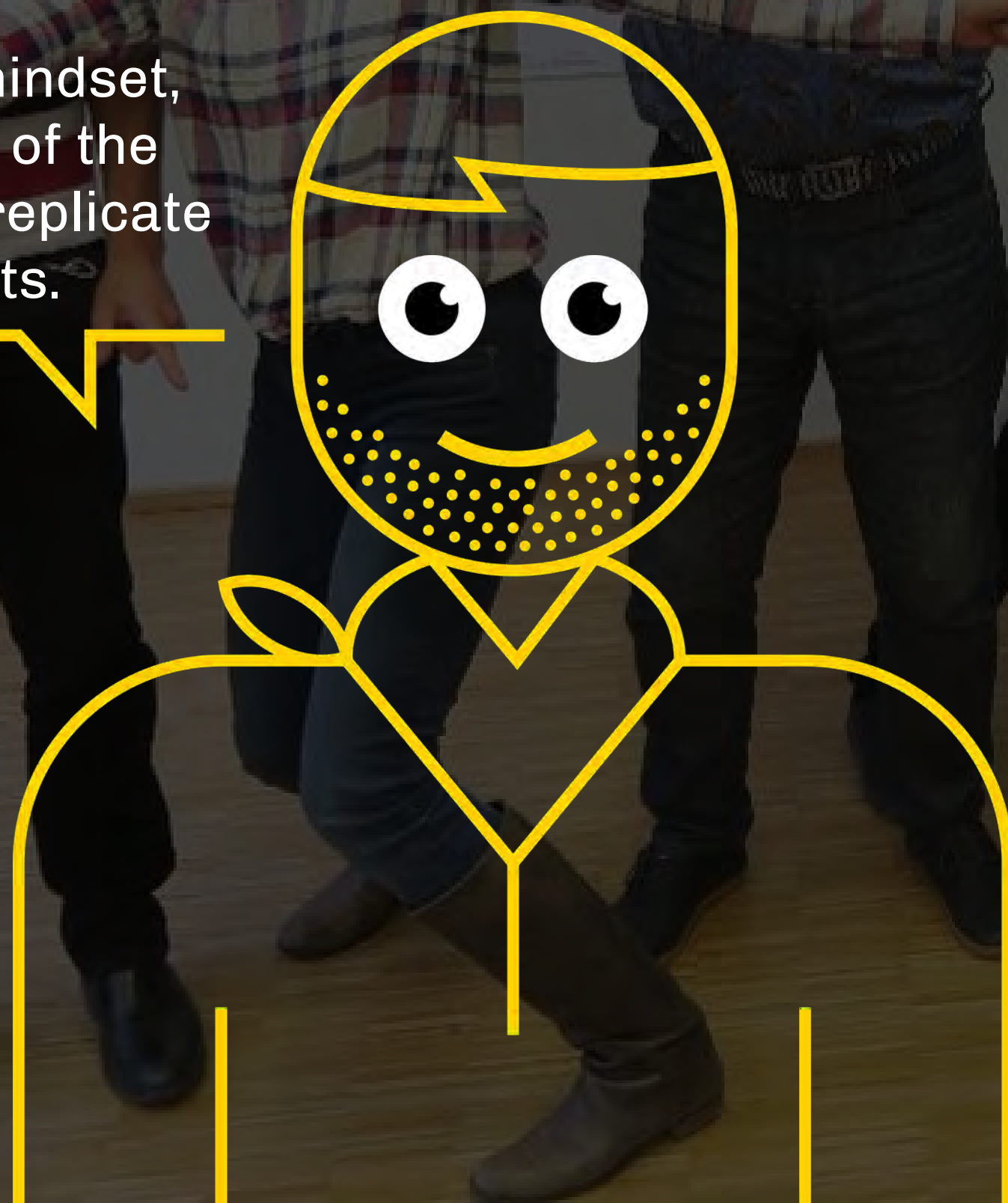
Goeffroy

IT transformation director

« In order to have the tools and techniques to effectively bring out solutions with the participants of my teams. »
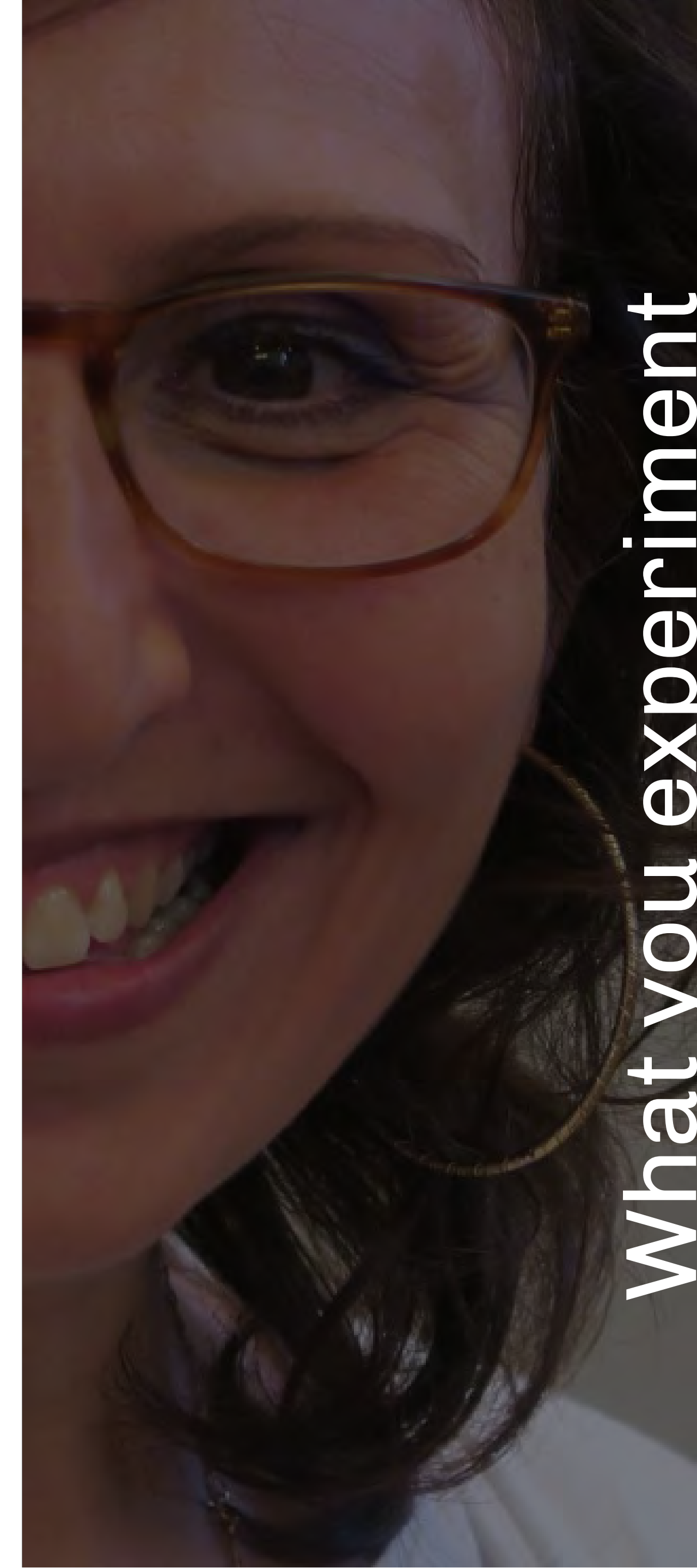
What you experiment

The learners' experience

D+THINKING

POSITIVE GROWTH BY HUMAN

academy@dthinking.co__ | dthinking.academy

I have experienced the mindset, the method and the tools of the design thinking sprint. I replicate nowadays for our projects.

I better understand what means user centricity. I perceive the challenge to embed empathy and iteration in my organisation.