

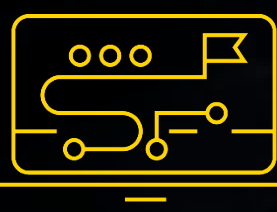
Design Thinking Apprentice



Live



Trainer-led online



Self pace



2 hours – 12:00 to 14:00

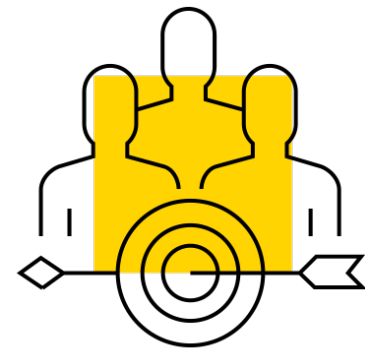


2 à 3 hours – asynchronous

D+THINKING

DIFFERENT THINKING
FOR A DIFFERENT GROWTH

The fast forward design thinking sprint in 2 hours (12H00 - 14H00) teaches you and your team the basics of such human centered approach to innovation & transformation. It enables you to decide if you wish to practice & lean more with the certifying design thinker, service designer or circular designer trainings.



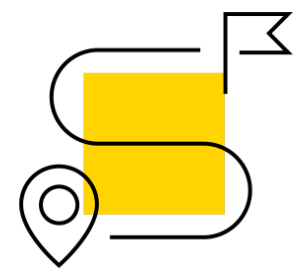
Audience

Anyone wishing to experiment Design Thinking in a fast forward 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. You just need to be enthusiastic about learning this competency.



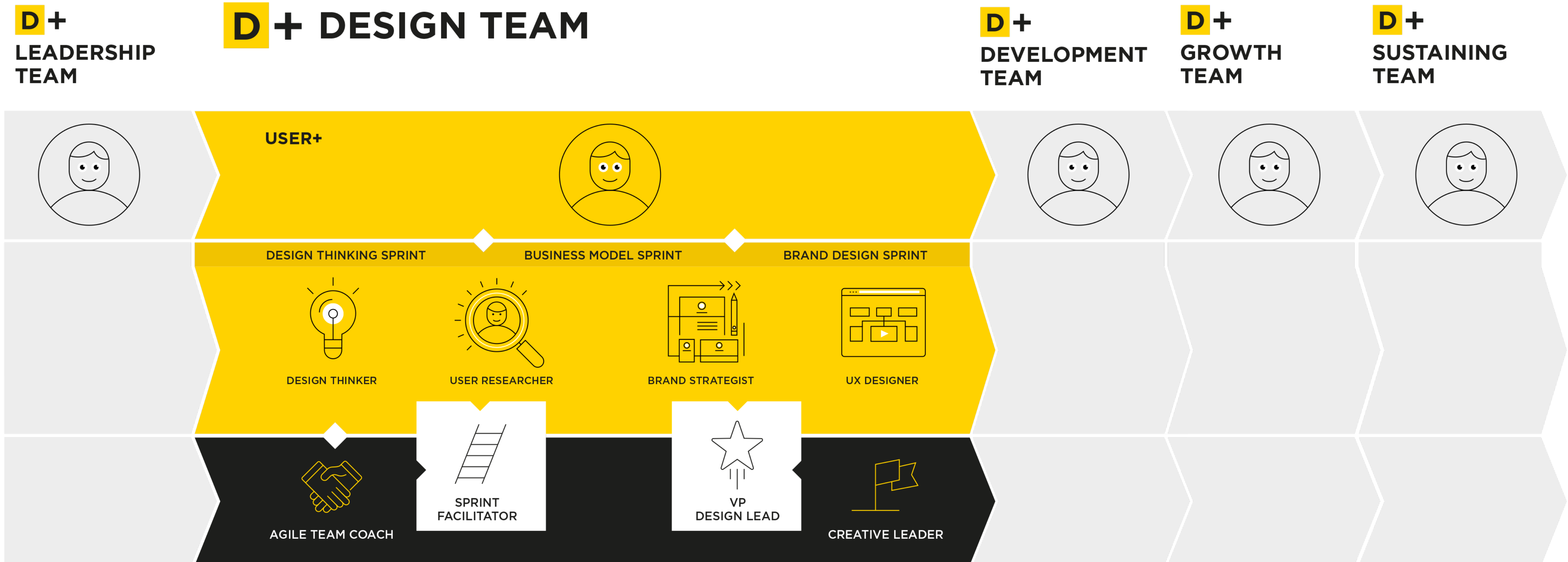
Objectives

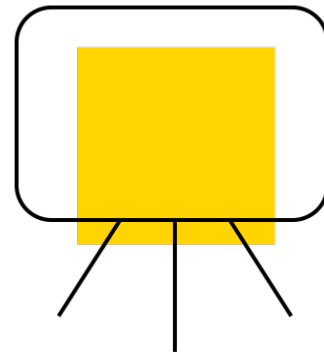
- Understand the Design Thinking mindset in Design Thinking Sprint mode & quickly experiment its process.
- Understand some key concepts: empathy, prototyping / testing and iteration.
- Get you deciding what you wish to do in your organization with such a powerful mindset.



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.





What you learn

Our workshops are designed to maximize the most valuable learning from our most experienced trainers.

Step 1

An introduction to design thinking - 20min

To present the context and the main principles of design thinking with some examples of companies known to all.

Step 2

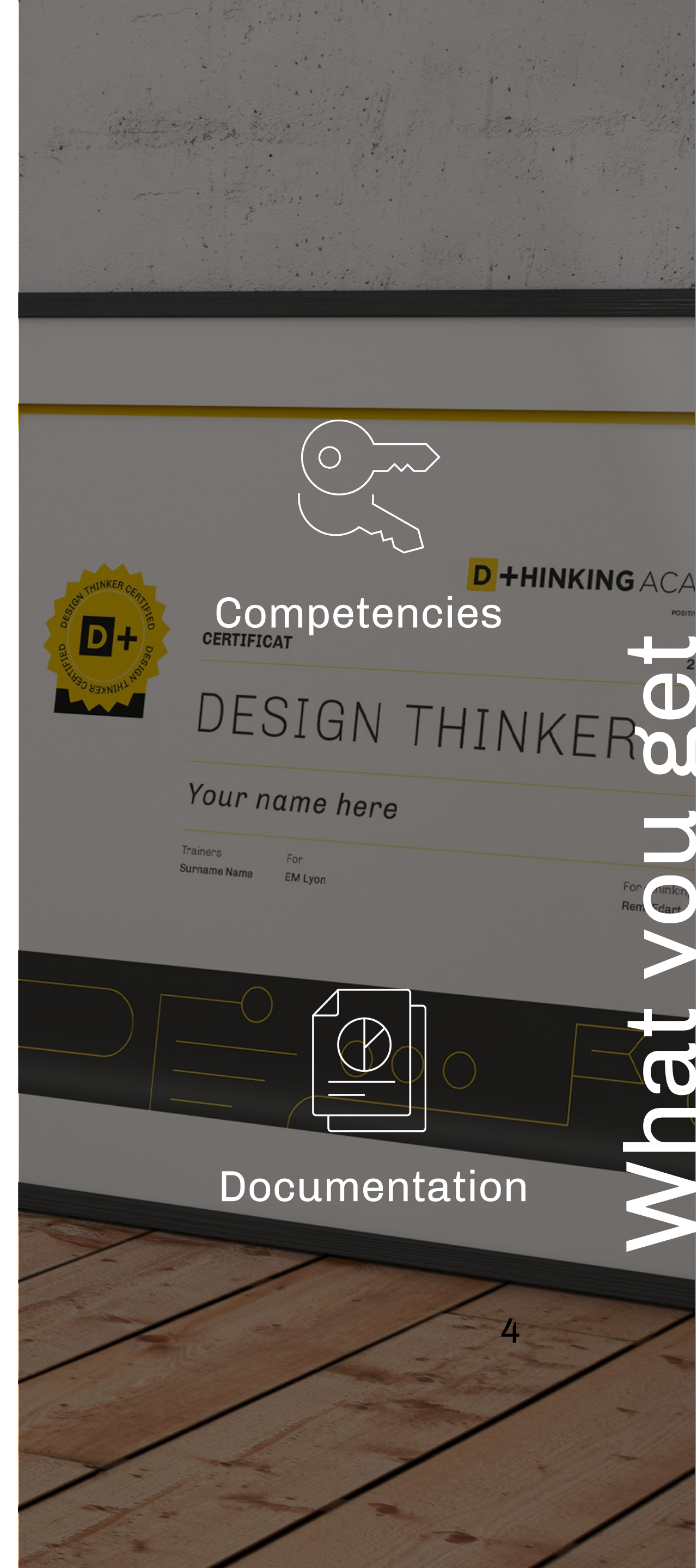
A fun learning exercise – 1H15min

In pairs, you practice the design thinking process from start to finish by creating a prototype guided by a facilitator. A debrief helps to become aware of the basics of design thinking.

Step 3

And what is next – 20min

Open up to possibilities. What to do with such a method and mindset in organizations.



The learners' experience



POSITIVE GROWTH BY HUMAN

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I have experienced the mindset & its processus.



I better understand what means user centricity. I understand what I can do with it in my organisation.

