

Design Thinking Applied

Creative Practices That Drive Digital Innovation

Learn to apply the creative practices of design thinking, rapid prototyping, and lean experimentation to jump start new innovative solutions.

Learn to unleash your full creative potential when experimenting with new innovative ideas and solutions within your company. This workshop walks you through the essentials of a four-month innovation project in an engaging full-day workshop format. You will work with a team to tackle a realistic design challenge while applying the different practices of design thinking.

Design thinking is now an essential capability for business analysts, enterprise architects, and business process leaders who need to drive fast-paced digital transformation. In this immersive full-day session, attendees work collaboratively to learn and apply the essential tools of design thinking, rapid prototyping, and lean experimentation. You will learn the fundamentals of the design thinking methodology and how apply it to accelerate digital innovation for you team. Additionally, you will learn how to use design sprint techniques that foster rapid experimentation and direct feedback from customers and employees.

WHO SHOULD ATTEND:

- Business Architects
- Enterprise Architects
- Business Analysts
- Process Analysts
- Project Managers
- Product Managers
- Change Agents
- Solutions Architects

COURSE OUTLINE:

- Introduction to design thinking
- Defining your innovation challenge
- Building empathy for inspiration
- Ethnographic research methods
- Better brainstorming techniques
- Rapid prototyping
- Experiment design
- Lean startup and customer validation
- Design thinking, lean startup, and agile

PREREQUISITES:

- DIGITAL TRANSFORMATION 101
- ROBOTIC PROCESS AUTOMATION

SHARABLE, PRINTABLE DIGITAL CREDENTIALS:



"Design thinking is an important evolution in process management. Designing processes and solutions by understanding the customer's journey with the lens of empathy can provide an opportunity to deliver higher value to our organizations through higher satisfaction for end users." -Genentech, Inc.

CUSTOMIZED GROUP TRAINING — FREE CONSULTATION

Training in-house, online, face-to-face or a combination of all three. For details on our customized solutions visit www.BPMInstitute.org/group-training

1-DAY FACE-TO-FACE — 1 EIGHT HOUR SESSION

Instructor-led classroom

Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at \$895 - login for rates

LIVE ONLINE — 2 FOUR HOUR SESSIONS

Live Instructor-led virtual classroom

Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at \$795 - login for rates

ON DEMAND — 6 ONE HOUR MODULES

Self-paced, on demand, available 24/7/365

Credits: 6.5 CDU/CEU/PDU credits
Cost: Starting at \$595 - login for rates

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