



AMC

American
Management
Center

Design Thinking For Corporate Innovation



*Designing a Systematic Approach to
Innovation*



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Why Design thinking?

Design Thinking is a human-centered approach to corporate innovation that leverages the designer's toolkit to harmonize the needs of people, the possibilities of technology, and the imperatives of business success." - Tim Brown, IDEO

In the past decade, Design Thinking (DT) has emerged as a transformative approach to corporate innovation and problem-solving, especially in the ever-evolving landscape of modern technology and business. This dynamic methodology empowers organizations and individuals to foster innovation by prioritizing user-centric solutions that address people's needs and aspirations when creating products and services.

This program is designed to equip participants with practical tools, focusing on the precise knowledge and skills required to apply the Design Thinking process effectively in the context of corporate innovation. From gaining inspiration and insights to the stages of ideation and implementation, participants will gain valuable insights applicable across a wide spectrum of industries and organizations.



DMI: Design Management Institute.

According to the Design Management Institute, design-driven companies, such as Apple, Google, Coca Cola, Nike, Starbucks and Steelcase have maintained significant stock market advantage, outperforming the S&P by an extraordinary 228% between 2005 and 2020. Accordingly, it is no surprise that Fortune 500 companies are hiring chief design officers and investing heavily in design centers and innovation centers.



Who should attend?

- Executives and Leaders
- Managers and Team Leaders
- Product Managers and Developers
- Marketers
- Designers
- HR and Talent Development
- Cross-Functional Teams
- Innovation Enthusiasts

Methodology

- Hands on Activities
- Group Discussions
- Sharing Insights
- Videos, business case stories
- Real World Application

Learning Outcomes

1. Gain a deep understanding of the foundational principles and "Why" behind the practice of Design Thinking for corporate innovation.
2. Explore the interconnected phases of Design Thinking: Inspiration, Ideation, and Implementation, and understand how they come together to drive innovation
3. Cultivate empathy as a practical skill, placing the human perspective at the core of problem-solving and innovation processes.
4. Master various creative techniques and methods for generating innovative ideas and solutions in real-world contexts
5. Develop a hands-on approach to translate observations and insights into tangible products and services aimed at enhancing people's lives.
6. Acquire the skills to design services and craft customer experiences that resonate with the target audience and drive business success
7. Analyze the financial aspects and economics of innovation, including performing financial assessments and evaluating the viability of innovative projects.
8. Apply Design for Environment (DFE) principles to create sustainable and environmentally responsible solutions within the corporate innovation framework.
9. Apply Design Thinking practices effectively to address and solve real-life corporate challenges and scenarios, bridging the gap between theory and practical implementation



Workshop Modules





Module One: Design thinking: Getting Started

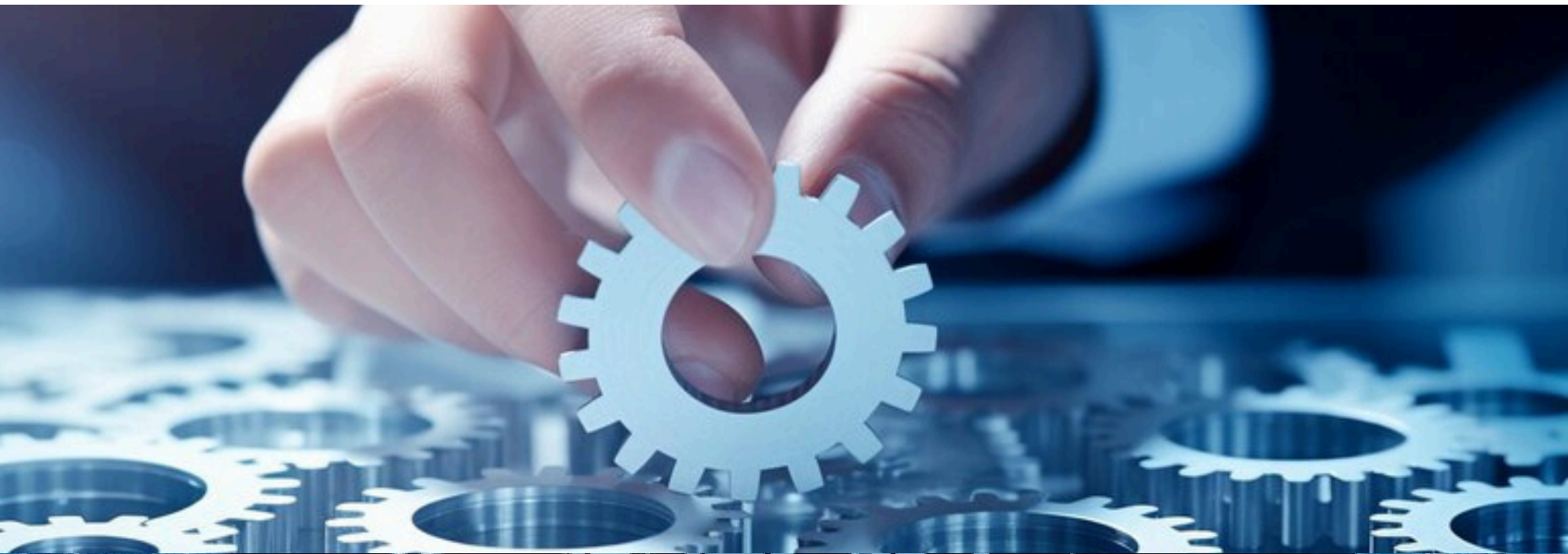
- ◆ Why design thinking matters today
- ◆ Four core principles of successful Innovation
- ◆ The three Innovation challenges
- ◆ Design thinking skills
- ◆ Design thinking process: Inspiration, Ideation, Implementation

Module Two: The Inspiration Phase

- ◆ Identify customer needs and user groups
- ◆ Empathy
- ◆ Customer needs analysis process
- ◆ Interviewing and listening skills
- ◆ Opportunity evaluation and concept development

Module Three: The Ideation Phase

- ◆ Applied creativity
- ◆ Idea generation techniques
- ◆ Concept generation process
- ◆ Concept development process
- ◆ Product development process



Module Four: Design of Services and Customer Experience

- ◆ Service experience cycle
- ◆ Personas and customer journey mapping
- ◆ Create innovation opportunities through service experience cycle and CJMs
- ◆ Turn opportunities into concepts and solutions

Module Five: The Implementation Phase

- ◆ Prototyping techniques for products and services
- ◆ Financial analysis
- ◆ Product development economics
- ◆ RWW analysis [Real, Win, Worth]

Module Six: Design for Environmental Sustainability

- ◆ Design for Environment (DFE) principles
- ◆ Product Life Cycle Assessment (LCA)
- ◆ Product Life Cycle and environmental impacts



Facilitator

Senior Trainer and Consultant
Design Thinking and Innovation Expert
Digital Marketing Specialist

**Location &
Date**

Dubai, UAE
3 Days Workshop
From June 24, 2024 To June 26, 2024

Fee

\$1450 Per Person