



Certificate in Design Thinking Process for Project Managers

Revolutionise resolving issues around developing new products and services, and address strategic, operational, organisational, and social challenges

Course Level: Intermediate



Duration: Three Days
Attend In-Person or Live Digital



Ways of Working 6
Business Acumen 6
Power Skills 6

In partnership with



Course Information

Course Overview

Design Thinking Process for Project Managers is a roadmap that explores the practices fuelling innovation researched and developed by IDEO, Apple, Frog Design, and the Stanford University Design School. Over the course of three days, participants will explore the need for customer-focused thinking and explore that not all innovation involves product innovation. They will experience the value that innovating around processes and services can bring to an organisation and discover how to implement a test-and-learn mentality that captures more value for the organisation more quickly. This workshop-styled course seeks to provide you with a solid working knowledge of the critical elements of the design thinking methodology, supporting tools, and techniques. You will progress through a design challenge project to consolidate your learnings of the design thinking mindset and apply its essential methodological tools. Upon completion, you will be able to use design thinking approaches to your situations and organisation and plan for how to embed this thinking to drive innovation.

Design thinking is a structured method of problem-solving. It consists of three phases: collaboration, innovation, and acceleration. Applying the design thinking framework to problem-solving enables project managers to understand their end users' pain points better. Effective project management through project design is crucial to delivering the best value possible.

Education Partner



PMI - Project Management Institute

Informa Connect Academy is an Authorized Training Partner (ATP) with the Project Management Institute (PMI). As an ATP, Informa Connect is approved by PMI to offer the PMP exam preparation course and issue Professional Development Units (PDU) for our training courses.

The ATP programme has been designed to enhance the ongoing professional development of PMI's members, those credentialed through PMI and others in the project management profession.

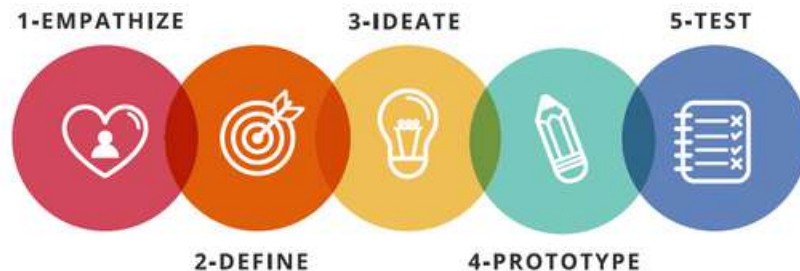


Course Information

Who Should Attend

- Project Managers – Implement a structured method of problem-solving through collaboration, innovation, and acceleration
- Current or Aspiring Innovation Managers - Develop an innovation mindset and toolkit to guide your team or organisation's strategy
- Entrepreneurs – Leverage frameworks and techniques to bring new and innovative products or services to market
- Project Managers, Product Managers, Developers, and Marketers - Create products and services that resonate with your audience by understanding and applying human-centered design

Design Thinking Process



Course Timings:

The course will commence at 9:30 and end at 16:30 GST (GMT+4). There will be short refreshment breaks and an hour-long lunch break at 12:45.

Key Benefits of Attending

- **Learn** the five-phase design thinking process to successfully apply design thinking
- **Describe** three essential prerequisites for optimum solutions to the problems
- **Explore** the 10 types of innovation (Larry Doblin's research)
- **Breakdown** an existing product, service, model, or strategy into components and manipulate them to overcome mental fixedness and generate ideas
- **Build** a business model canvas to address the marketplace and matrix sides of the value chain in moving from idea to revenue capture

Course Requirements and Certificates

Delegates must meet two criteria to be eligible for an Informa Connect Academy (ICA) Certificate of Completion:

- **Satisfactory attendance** - Delegates must attend all sessions of the course. Delegates who miss more than 2 hours of the course sessions will not be eligible to sit the course assessment
- **Successful completion of the course assessment** - Assessments will be ongoing and based on in-class participation and activities

Delegates who do not meet these criteria will receive an ICA Certificate of Attendance. If delegates have not attended all sessions, the certificate will clearly state the number of hours attended. In-person delegates will receive a printed (or hard copy) certificate and digital delegates will receive a soft copy.

Meet Your Course Director



Dr. George Sifri

Dr. George Sifri has over 35 years of experience across multiple industries, including information technology, construction, oil, and gas, pharmaceutical, education, engineering, financial services, and not-for-profit, working with clients to manage end-to-end solution delivery and provide advisory and education services.

He has been a consultant/instructor with clients worldwide since 2002, such as Motorola, HP, DOW JONES, BP, ABB Group, ORANGE, PKN ORLEN, LUKOIL, NOVATEK, EVRAZ, and NOVARTIS. He worked on consultation projects such as project leadership, mentoring, coaching, PMO planning and implementation, procurement strategy development, schedule and cost risk reviews, risk management workshops, and project management procedures development and reviews. He delivered courses and lectures on the six continents of the world. He also authored many articles on project leadership and management, business analysis, engineering management, IT, and procurement strategy.

He worked extensively with BP “Projects & Engineering College” from 2002 - 2015, designing, developing, and delivering courses in the UK, Singapore, China, Egypt, and the USA.

For over 10 years, he was the Head of Software Development at Consolidated Contractors International, one of the top 16 construction industry firms worldwide. Before joining Consolidated Contractors International, he was the CIO manager for Save the Children Federation (a US-based non-government organisation that has worked closely with UNICEF and USAID) for over six years.

He is currently Professor of Project Leadership and Management at the Moscow School of Management where he teaches on topics including Managing Capital Value Projects, Leading Complex Projects, Integrating Change Management with Project Management, Design Thinking – The Roadmap for Innovation, The Art and Science of Influencing without Authority, and Building High-Performance Project Teams including others.

Meet Your Course Director

Academic Qualifications:

- Master Certificate in Adaptive Strategic Execution Planning – Duke University
- Doctor in Business Administration – California Coast University
- Advanced Master's Certificate in Project Management – George Washington University
- Master's Certificate in Government Contract Management – Defense Acquisition University
- Master's degree in Engineering Management – California Coast University
- Bachelor's degree in Electrical Engineering – American University of Beirut
- Postgraduate Business Studies Certificate – Edinburgh Business School

Professional Certification:

- PMI Project Management Professional (PMP)®
- PMI Risk Management Professional (PMI-RMP)®
- PMI Scheduling Professional (PMI-SP)®
- AACEI® Earned Value Professional (EVP)
- AACEI® Planning and Scheduling Professional (PSP)
- AACEI® Certified Cost Professional (CCP)
- ICPM® Certified Manager
- ISACA® Certified Information Systems Auditor (CISA)®
- ICCP® Certified Computer Professional
- SDI® Qualified Facilitator



Course Outline

The Design Thinking Process for Project Managers

- Define the design thinking process
- Explore the design thinking context
- Explain a five-phase design thinking process
- List the mindsets required for the successful application of design thinking
- Discuss real-life business applications of the design thinking process

Activities:

- Discuss how Bank of America used the design thinking process to encourage new customers to open accounts, "Feeling in Control: Bank of America Helps Customers to Keep the Change."
- Diagnostic imaging procedures are cutting-edge technology, but simultaneously they are an unpleasant experience for patients – and even more for pediatric patients. Discuss how GE used the design thinking process to create a scanner experience that children would love, "Changing Experiences through Empathy – The Adventure Series."
- Perform an after-action review

Empathise and Define

The Foundation for Innovation – Empathise and Define

- Explain the importance of framing a business problem in unique ways
- Reframe the innovation context to identify the most game-changing part of the problem
- Discuss types of issues to which we can apply the design thinking process

- Describe the three essential pre-requisites for optimum solutions
- Describe the need for empathy in assessing customer wants and needs
- Analyse the organisational environment for the ideal conditions for insightful thinking
- Define users' explicit pain points and latent needs
- Utilise personas to define the customer
- Build an empathy and context map for your customer
- Construct a design challenge statement that frames the issue you are solving

Activities:

- Reframe problems from various perspectives to identify latent pain points
- Develop a tool to interview your customer
- The go-to food delivery service app attributes its success to empathising with customers and reiterating quickly discuss "UberEat's Walkabout programme."
- Apply tools from Module 2 to an innovation problem of your choosing or a provided scenario
- Perform an after-action review

Ideate

- Define innovation
- Utilise a process to make ideas more innovative
- Explore the 10 types of innovation (Larry Doblin's research)
- Experiment with ideation tools for breaking cognitive fixedness and generating ideas
- Explore structured but open-ended creative approaches, such as alternate worlds and brainstorming

Course Outline

- Breakdown an existing product, service, model, or strategy into components and manipulate them to overcome mental fixedness and generate ideas
- Refine innovation ideas using design heuristics
- Apply personas and behavior models to make innovations easier to adopt

Activities:

- Apply Doblin's model to answer the following questions:
 - How might we maximise value CAPTURE for the offerings we create and deliver?
 - How might we partner with others to CREATE an ecosystem that DELIVERS differentiated value?
 - How might we align our internal resources and capabilities to optimise value CREATION, DELIVERY, and CAPTURE?
 - How might we leverage unique activities and operations to optimise how we CREATE value-added offerings?
 - How might we design and develop NOVEL offerings with unique and differentiated features, functionality, and quality?
 - How might we integrate complementary products and services to maximise value CREATION, DELIVERY, and CAPTURE?
 - How might we increase the VALUE of our core offerings by surrounding them with support and services?
 - How might we best DELIVER our offerings?
 - How might we best communicate and represent our unique and differentiated VALUE?
 - How might we create compelling, distinctive interactions that provide a unique, visceral, and value-added experience?
- Explore Volkswagen fun theory approach: "It's easy to change people's habits ... if we make it fun."
- Perform an after-action review

Prototype

- Discuss prototyping and its relevance in the concept development phase
- Explore types of prototyping
- Define prototyping strategy
- Discuss rapid prototyping and virtual prototyping
- Explore prototyping examples
- Discuss the components of the business model canvas
- Create market and matrix-facing sides of a business model canvas
- Pitch an innovative idea using the business model canvas

Activities:

- Map innovation to business model canvas for several companies in different industries
- Perform an after-action review

Test

- Combine ideas into complex innovation concepts
- Critique and strengthen concepts using evaluation tools
- Guide prototyping by creating critical questions about a concept's desirability, feasibility, and viability

Activities:

- Discuss the "Building Trust with Prototypes: An IoT Solution at Piller" case study
- Perform an after-action review

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APPLY
NOW

Attend In-Person	Attend Live Digital
US\$ 4,445	US\$ 2,950

Pricing excludes 5% VAT, charged where applicable.

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Our comprehensive range of courses and programmes are tailored to meet the needs of all professionals, from aspiring specialists to seasoned experts. We partner with elite academic organisations and industry leaders with unmatched expertise in their respective fields to deliver an exceptional learning experience.

ABOUT PRICING AND DOCUMENTATION

Pricing excludes 5% VAT, charged where applicable.

Course fees include documentation, luncheon and refreshments for in-person learners. Delegates who attend all sessions and successfully complete the assessment, will receive a Informa Certificate and any applicable partner certificates. A hard copy will be provided to in-person learners and a soft-copy will be provided to virtual learners.

AVOID VISA DELAYS – BOOK NOW

Delegates requiring visas should contact the hotel they wish to stay at directly, as soon as possible.

Visas for non-GCC nationals may take several weeks to process.

REGISTRATION, PAYMENTS AND CANCELLATION

All registrations are subject to our terms and conditions which are available at www.informa-mea.com/terms. Please read them as they include important information. By submitting your registration, you agree to be bound by the terms and conditions in full. All registrations are subject to acceptance by Informa Connect which will be confirmed to you in writing.

A confirmation letter and invoice will be sent upon receipt of your registration. Please note that full payment must be received prior to the course. Only those delegates whose fees have been paid in full will be admitted to the course.

For full cancellation details, please visit <https://informaconnect.com/terms-of-use/>. All cancellations must be sent by email to register-mea@informa.com marked for the attention of Customer Services Cancellation. Due to unforeseen circumstances, Informa Connect reserves the right to cancel the course, change the programme, alter the venue, speaker or topics. For full details, please visit www.informaconnect.com

PROJECT MANAGEMENT

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