Innovative Problem Solving Through Design Thinking Training Course

23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PLA6517_280898

Course Introduction / Overview:

In today's rapidly evolving business landscape, traditional problem-solving methods are often insufficient to address complex, ambiguous challenges. This course introduces Design Thinking as a powerful, human-centered framework for innovation and strategic problem-solving. Rooted in the methodologies used by designers, this approach focuses on understanding user needs to generate creative and effective solutions. As articulated by Tim Brown in his seminal work, "Change by Design: How Design Thinking Transforms Organizations and Inspires Innovation", the process is about building deep empathy with the people you are designing for. This immersive training program offered by BIG BEN Training Center is meticulously designed to move beyond theory, providing participants with a practical, hands-on experience of the entire Design Thinking lifecycle. From empathizing with users and defining core problems to ideating, prototyping, and testing solutions, you will learn to navigate ambiguity with confidence. This course will equip you with a repeatable process to foster innovation, drive user-centric growth, and transform complex business challenges into strategic opportunities for your organization. You will master a mindset that balances analytical thinking with creative intuition, enabling you to deliver solutions that are not only viable and feasible but also truly desirable.

Target Audience / This training course is suitable for:

- Team Leaders and Department Managers.
- Product and Project Managers.
- Business Analysts and Strategists.
- Marketing and Customer Experience Professionals.
- Research and Development (R&D) Specialists.
- Entrepreneurs and Innovators.
- UX/UI Designers and Developers.
- Anyone involved in process improvement and innovation initiatives.

Target Sectors and Industries:

- Technology and Software Development.
- Banking, Finance, and Insurance.
- Healthcare and Pharmaceuticals.
- Retail and E-commerce.
- Telecommunications.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Government and Public Sector Agencies.

Target Organizations Departments:

- Product Development and Management.
- Research and Development (R&D).
- Marketing and Sales.
- Customer Experience and Service.
- Strategy and Business Development.
- Operations and Process Improvement.
- Human Resources and Organizational Development.
- Information Technology (IT).

Course Offerings:

By the end of this course, the participants will have able to:

- Apply the five-stage Design Thinking model to solve complex business problems.
- Conduct effective user research to gain deep empathy and uncover unmet needs.
- Define clear and actionable problem statements based on user insights.
- Facilitate dynamic ideation sessions using a variety of creative brainstorming techniques.
- Develop and test low-fidelity prototypes to gather rapid user feedback.
- Translate user feedback into iterative improvements and viable solution concepts.
- Integrate human-centered design principles into strategic planning and project lifecycles.
- Communicate innovative ideas effectively to stakeholders to gain buy-in and support.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, experiential, and collaborative, ensuring that participants not only learn the theory of Design Thinking but also practice its application. This course moves away from traditional lecture-based formats and immerses participants in a hands-on learning environment. The program is built around a central, real-world case study or a challenge relevant to the participants' industries, which they will work on throughout the five days. Learning is facilitated through a blend of interactive workshops, group-based problem-solving activities, and facilitated brainstorming sessions. Participants will engage in empathy mapping, persona creation, journey mapping, and rapid prototyping exercises. Emphasis is placed on a "learning by doing" approach, where immediate application of concepts is encouraged. Our expert facilitators guide each team, providing constructive feedback and ensuring a deep understanding of the principles. Peer-to-peer learning and collaborative feedback are integral components, simulating a real-world innovation team environment. This practical, immersive approach ensures that participants leave the course with not just new knowledge, but also the confidence and skills to apply Design Thinking immediately in their professional roles.

Course Agenda (Course Units):

Unit One: Foundations of Design Thinking and Strategic Problem Solving

- Introduction to Design Thinking as a human-centered methodology.
- The history and evolution of Design Thinking in business.
- Contrasting Design Thinking with traditional analytical problem-solving.
- Overview of the five-stage model: Empathize, Define, Ideate, Prototype, Test.
- Understanding the mindset and core principles of a Design Thinker.
- Identifying the types of problems best suited for this approach.
- Case studies of successful Design Thinking implementation.

Unit Two: Deep Dive into Empathize and Define

- The crucial role of empathy in innovation.
- Techniques for conducting effective user research and observation.
- Developing and using empathy maps to understand user perspectives.
- Creating detailed user personas to guide the design process.
- Mapping the customer journey to identify pain points and opportunities.
- Synthesizing research findings to uncover key insights.
- Crafting a clear and compelling Point of View (POV) or problem statement.

Unit Three: Mastering the Art of Ideation

- Creating the optimal environment for creative thinking.
- Principles of effective brainstorming and idea generation.
- Exploring a range of ideation techniques (e.g., Brainwriting, SCAMPER, Mind Mapping).
- The "How Might We" question-framing technique.
- Moving from quantity to quality in idea generation.
- Methods for clustering, categorizing, and prioritizing ideas.
- Overcoming creative blocks and encouraging divergent thinking.

Unit Four: Bringing Ideas to Life with Prototyping and Testing

- The purpose of prototyping: making ideas tangible and testable.
- Understanding different levels of prototype fidelity (low, medium, high).
- Techniques for rapid, low-cost prototyping (e.g., paper prototypes, role-playing).
- Developing a user testing plan and script.
- Best practices for conducting effective user testing sessions.
- Techniques for gathering, analyzing, and synthesizing user feedback.
- The iterative cycle of building, testing, and learning.

Unit Five: Implementing and Scaling Design Thinking

- Integrating Design Thinking into agile and lean methodologies.
- Storytelling techniques to present solutions and gain stakeholder buy-in.
- Developing metrics to measure the impact of Design Thinking initiatives.
- Strategies for overcoming organizational resistance to new ways of working.
- Building a culture of innovation and continuous improvement.
- Applying Design Thinking to internal processes and organizational challenges.
- Developing a personal action plan for applying Design Thinking in your role.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

How might the principles of Design Thinking be applied not just to products and services, but to reshape organizational culture and leadership styles?

What unique qualities does this course offer compared to other courses?

This training course distinguishes itself by focusing intensely on the strategic application of Design Thinking within a corporate context, moving beyond the mere mechanics of the process. While many courses teach the five stages as a linear checklist, our program emphasizes the iterative, non-linear nature of real-world innovation. We prioritize the development of a Design Thinker's mindset—one of empathy, curiosity, and a bias toward action—rather than just providing a toolkit. The curriculum is uniquely structured around a continuous, hands-on project that simulates real business challenges, ensuring that learning is contextual and immediately applicable. We dedicate significant time to the often-overlooked aspects of implementation, such as stakeholder management, storytelling for impact, and integrating these methods into existing business frameworks like Agile. The course content is grounded in both classic design theory and contemporary business strategy, bridging the gap between creative exploration and measurable business outcomes. Participants leave not just with an understanding of how to run a Design Thinking workshop, but with the strategic acumen to champion a human-centered approach to problem-solving that drives sustainable innovation and competitive advantage within their organizations.