Design Thinking for Innovative Project Delivery Training Course



23 - 27 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #PMP6119_279938

Course Introduction / Overview:

This course provides a comprehensive framework for integrating human-centered design thinking principles into modern project management practices. In today's fast-paced environment, traditional project delivery often falls short of meeting complex user needs and driving true innovation. This training course bridges that gap by equipping participants with a powerful, user-centric approach to problem-solving and value creation. We will explore the core methodologies that empower teams to move beyond simple requirement gathering to deeply understand stakeholder needs, fostering a culture of creativity and continuous improvement. Drawing on the influential work of pioneers like Tim Brown, as detailed in his book "Change by Design", participants will learn how to apply an iterative process of empathy, definition, ideation, prototyping, and testing. BIG BEN Training Center has designed this program to be highly practical, ensuring that project leaders can immediately implement these techniques to de-risk projects, enhance stakeholder satisfaction, and deliver truly innovative solutions that resonate with end-users. This is not just a theoretical overview; it is a hands-on journey to transform your project management delivery from a rigid process into a dynamic engine for innovation.

Target Audience / This training course is suitable for:

- Project Managers and Program Managers.
- Team Leaders and Department Heads.
- Product Owners and Product Managers.
- Scrum Masters and Agile Coaches.
- Business Analysts and Systems Analysts.
- Innovation Managers and Change Agents.
- UX/UI Designers and Service Designers.
- Anyone involved in the project lifecycle seeking to drive innovation.

Target Sectors and Industries:

- Information Technology and Software Development.
- Financial Services and Banking.
- Healthcare and Pharmaceuticals.
- Telecommunications.
- Manufacturing and Engineering.
- Consulting and Professional Services.
- Retail and E-commerce.
- Government agencies and public sector organizations.

Target Organizations Departments:

- Project Management Office (PMO).
- Research and Development (R&D).
- Product Development and Management.
- Information Technology (IT).
- Marketing and Sales.
- Operations and Business Process Improvement.
- Customer Experience and Service Design.
- Strategy and Innovation Departments.

Course Offerings:

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

- Apply the five-stage design thinking model to any project.
- Conduct effective user research and develop detailed empathy maps.
- Define clear and actionable problem statements based on user insights.
- Facilitate dynamic ideation and brainstorming sessions to generate creative solutions.
- Create and test low-fidelity prototypes to gather early feedback.
- Integrate design thinking principles into agile and scrum project frameworks.
- Champion a human-centered design culture within their teams and organization.
- Improve stakeholder engagement and alignment throughout the project lifecycle.
- Mitigate project risks by validating assumptions through iterative testing.
- Measure the impact of innovative solutions on user satisfaction and business goals.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, interactive, and immediately applicable. This course moves beyond traditional lectures to foster a hands-on learning environment where participants actively engage with the material. The program is built around a series of practical workshops, collaborative group exercises, and real-world case study analyses. Participants will work in teams to tackle a sample project, applying each stage of the design thinking process from empathy mapping to prototyping and testing. This learn-by-doing approach is reinforced by expert-led facilitation, peer-to-peer feedback sessions, and interactive discussions that encourage creative problem-solving. We utilize a variety of tools, including customer journey mapping, brainstorming templates, and prototyping materials, to provide a tangible learning experience. The focus is on building practical skills and a confident mindset, ensuring that every participant leaves with the ability to apply these innovative project delivery methods effectively in their own professional context. Our goal is to empower attendees to not only understand the concepts but to become proficient practitioners of design thinking in project management.

Course Agenda (Course Units):

Unit One Foundations of Design Thinking in Project Management

- Introduction to Design Thinking and its core principles.
- Contrasting traditional project management with human-centered approaches.
- The business case for integrating innovation into project delivery.
- Understanding the five phases: Empathize, Define, Ideate, Prototype, and Test.
- The role of the project manager as an innovation facilitator.
- Exploring the mindset shifts required for creative problem-solving.
- Case studies of successful design-led projects.

Unit Two Empathizing with Stakeholders and Defining the Core Problem

- Techniques for conducting effective user and stakeholder research.
- Developing empathy maps to gain deep user insights.
- Crafting detailed user personas and scenarios.
- The art of customer journey mapping to identify pain points.
- Synthesizing research data to uncover unmet needs.
- Formulating powerful, human-centered problem statements.
- Workshop: Creating empathy maps and defining a project challenge.

Unit Three Ideation Techniques and Rapid Prototyping

- Principles of effective brainstorming and creative ideation.
- Exploring various ideation methods like SCAMPER, mind mapping, and storyboarding.
- Techniques for prioritizing and selecting promising ideas.
- Introduction to prototyping and its role in de-risking projects.
- Building low-fidelity prototypes using paper, digital tools, and role-playing.
- The importance of a "fail-fast" and iterative mindset.
- Workshop: Running an ideation session and building a simple prototype.

Unit Four Testing, Iteration, and Agile Integration

- Planning and conducting effective user testing sessions.
- Methods for gathering and analyzing feedback on prototypes.
- The iterative cycle of building, measuring, and learning.
- Integrating the design thinking process with Agile frameworks like Scrum.
- Aligning design sprints with development sprints for seamless workflow.
- Using user stories and backlogs informed by design thinking insights.
- Managing stakeholder expectations in an iterative environment.

Unit Five Leading Innovation and Embedding Design Thinking Culture

- Strategies for championing design thinking within an organization.
- Overcoming common barriers to adopting innovative practices.
- The role of leadership in fostering a culture of psychological safety and experimentation.
- Tools for collaborative work and remote design thinking sessions.
- Measuring the success and ROI of design-led projects.
- Developing a personal action plan for applying course learnings.
- Final project presentation and peer feedback session.

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 'fail-fast' principle of design thinking challenge traditional risk management frameworks within large, established organizations?

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

This training course distinguishes itself by focusing on the practical and seamless integration of design thinking into established project management frameworks, rather than treating them as separate disciplines. While many courses teach the theory of design thinking, our program is built around the core challenge of applying it within the realities of corporate project environments, including agile and waterfall methodologies. We move beyond buzzwords to provide a structured, actionable roadmap for project managers to become true innovation leaders. The curriculum emphasizes a mindset shift, teaching participants not just what to do, but how to think like a designer to solve complex business problems. Our methodology is heavily workshop-based, ensuring participants spend the majority of their time actively practicing the techniques through hands-on exercises, from conducting user interviews to building and testing prototypes. This focus on experiential learning ensures a deeper understanding and builds the confidence needed to implement these skills immediately upon returning to the workplace, transforming project delivery from a task-oriented process into a value-driven, human-centered endeavor.