

Course Overview:

Design thinking is applied to strategy and innovation and is concerned with solving problems through synthesis. It allows work on many possible solutions at once, breaking down complex issues into tangible ones that can be analyzed and solved. This method enables consideration of the problem from a variety of perspectives and speculates on both the past and future of the situation.

System Dynamics is useful in policy or strategy formulation, in rapidly changing or complex situations. It is used to solve problems by seeing the bigger picture as an additional tool to traditional analysis that is concerned with breaking a problem down to its constituent parts.

Course Objective:

- Understand how to apply the design thinking methods to design policies that lead the organization to higher performance
- View problems from the perspectives of multiple stakeholders
- Explore powerful analytical tools and techniques that bring together different views
- Practice lean and agile analysis, planning and management techniques
- Judge and select a point of view in complex scenarios that correspond with the most typical and the most specific circumstances
- Participate in groups exploring familiar and new problems
- Evaluate long-term drivers for change and the potential actions against organizational needs

Course Outline:

- What is Design Thinking?
- The IDEO approach
- A Design Thinking Process
- Applying Divergent and Convergent Thinking
- Applying Design Thinking Tools
- Integrating Design Thinking, Agile and Lean
- The power of visual thinking
- The role of prototyping, experiments and Kaizen
- Solving a difficult business problem in practice
- How to apply these methods in your organization
- Recognizing complex problems and complex solutions
- The modeling process –from understanding to design
- What does complexity mean in practice?
- Complexity in strategy, operations and projects
- The learning cycle in strategy development and implementation
- The role of strategic risk management

Who Should Attend:

- General managers and senior functional managers
- Operation managers and human resources managers
- Directors of organizational development and corporate strategy
- Project Management professionals

Training Language:

Eng/Ar

Training Methodology:

- Presentation & Slides
- Audio Visual Aids
- Interactive Discussion
- Participatory Exercise
- Action Learning
- Class Activities
- Case Studies
- Workshops
- Simulation

-Engineers