

Course : Managers, practicing Design Thinking with your teams

Practical course - 2d - 14h00 - Ref. DST

Price : 1590 CHF E.T.



4,3 / 5

Applying the thinking and methods of designers while fostering innovation within your team: that's the ambition of Design Thinking. This training course will enable you to enrich your practices, better understand expectations and guide your team towards finding and implementing innovative solutions.

Teaching objectives

At the end of the training, the participant will be able to:

- ✓ Identify the Design Thinking method and apply it to management
- ✓ Promote creativity and efficiency in team management
- ✓ Rethinking work methods by putting employees at the heart of the process
- ✓ Develop team well-being and productivity by encouraging problem solving

Intended audience

Line and cross-functional managers, team leaders, project managers.

Prerequisites

No special knowledge required.

Practical details

Hands-on work

Sub-group exercises on Design Thinking techniques. Bootcamp: final immersive activity to make the method your own.

Course schedule

PARTICIPANTS

Line and cross-functional managers, team leaders, project managers.

PREREQUISITES

No special knowledge required.

TRAINER QUALIFICATIONS

The experts leading the training are specialists in the covered subjects. They have been approved by our instructional teams for both their professional knowledge and their teaching ability, for each course they teach. They have at least five to ten years of experience in their field and hold (or have held) decision-making positions in companies.

ASSESSMENT TERMS

The trainer evaluates each participant's academic progress throughout the training using multiple choice, scenarios, hands-on work and more. Participants also complete a placement test before and after the course to measure the skills they've developed.

TEACHING AIDS AND TECHNICAL RESOURCES

- The main teaching aids and instructional methods used in the training are audiovisual aids, documentation and course material, hands-on application exercises and corrected exercises for practical training courses, case studies and coverage of real cases for training seminars.
- At the end of each course or seminar, ORSYS provides participants with a course evaluation questionnaire that is analysed by our instructional teams.
- A check-in sheet for each half-day of attendance is provided at the end of the training, along with a course completion certificate if the trainee attended the entire session.

1 A human-centred innovation method

- Learn about the history and origins of Design Thinking.
- Identify the benefits and advantages of this new method compared with other work organizations.
- Understand the challenges in terms of management and human resources.
- Integrate the 5 founding principles of Design Thinking into management.

Hands-on work

Exchange on the Design Thinking approach, focusing on empathetic, collaborative and creative aspects.

2 The Design Thinking approach applied to management

- Master the 5-step methodology: Empathize, Define, Ideate, Prototype, Test.
- Put the approach to practical use in management.
- Understand the roles and missions of the "Manager designer".
- Reinvent your organization and management practices.

Exercise

Design Thinking applications adapted to managerial situations.

3 Roll out the exploratory phase to your team

- Observe and explore your team's behaviors and uses: the tools of design.
- Understand your employees and gather their needs using the personas method.
- Visualizing to find a solution: new insights from the brain.
- User Journey mapping" for management: emotions, reflections, contact points.

Role-playing

User Journey Mapping".

4 Overview of creativity and scriptwriting techniques (ideation)

- Combine creativity techniques and Design Thinking: photo reportage, empathy cards, bodystorming...
- Generate ideas and reason by abduction.
- Innovate your team and find a solution using intuitive thinking: "what if".
- Practicing the art of disruption for management: empathic interviewing, "powers of ten"...

Exercise

Practice prototyping and testing an idea. Bootcamp: practical application from A to Z. Immersion in a real project applied to management and developed to a viable concept.

TERMS AND DEADLINES

Registration must be completed 24 hours before the start of the training.

ACCESSIBILITY FOR PEOPLE WITH DISABILITIES

Do you need special accessibility accommodations? Contact Mrs. Fosse, Disability Manager, at psh-accueil@orsys.fr to review your request and its feasibility.