

# Find New Solutions Through **Design Thinking**



100% distance-learning



4 hours



Anyone

## QUICK VIEW

Design thinking is a discipline inspired by the design world to help organizations innovate.

It is used to assess complex issues, identify their underlying causes, brainstorm fixes and implement the best possible solutions.

## FOLLOW THE PATH

Understanding design thinking principles

1

2

Adopting the right mindset

Identifying the root cause of a problem

3

4

Reframing the problem from different perspectives

Designing a solution

5

6

Building a prototype

Testing the prototype

7



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## TRUST OUR EXPERTS



**NABIL HARFOUSH**

Associate Professor at OCAD University, Canada's largest design school. Associate at Harvard SEAS.



**MICHAEL R. SOLOMON**

Professor of Marketing at Saint Joseph's University, academic authority on consumer behavior. Author of best-selling *Consumer Behavior: Buying, Having, and Being*. Frequent contributor to *The New York Times*, *USA Today* and *The Wall Street Journal* and regularly appears on television shows including *The Today Show*, *Good Morning America* and *CNN*.



**FRANCIS CHOLLE**

Best-selling author (*The Intuitive Compass*) and TED speaker. Professor at HEC Paris. Faculty at School of Visual Arts in New York City, Wharton School (U. Penn), Columbia, NYU Stern, the Fashion Institute of Technology, the ESCP-EAP executive MBA program in Europe.



**ERICA DHAWAN**

Co-author of best-selling *Get Big Things Done: The Power of Connectional Intelligence*. Ranked Thinkers 50.

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- Enhanced creativity
- +
- Complex problem-solving skills
- +
- More effective solutions
- +
- Ability to address the needs of all stakeholders