

HOT NEWS!!

Learn and Develop your **Agility, Creativity and Design Thinking superpowers for real business problems** training is back!

Next sessions in **Hong Kong**:

- February 15th and 22nd
- March 8th and 15th
- April 12th and 26th

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elearn2grow.com/training

Why you should attend?

We've found the main reasons for people to attend are the following:

1. To **address challenges** that cannot be addressed by conventional thinking alone.
2. To **improve creative thinking** – unleashing personal creativity and that of others.
3. To **augment** strong logical and analytical **thinking skills** with the ability to think creatively.

Design Thinking, as a human centered approach

DESIGN THINKING is a methodology that provides a solution-based approach to solving problems. It is focused on addressing the problem in a user or human centric manner and involves a hands-on approach in prototyping and testing. **DESIGN THINKING** is based heavily on processes that designers use but it has evolved to be used in different fields such as engineering, business and architecture.

“The method of Design Thinking melds an end-user focus with multidisciplinary and iterative improvement and is a powerful tool for achieving desirable, user-friendly, and economically viable design solutions and innovative products and services.” - Leifer, Meinel, and Plattner (2011)

4 PRINCIPLES OF DESIGN THINKING

The Human Role: All design activity is social in nature, and any social innovation will bring us back to the “human-centric point of view” – careerfoundry.com

The Ambiguity Rule: Ambiguity is inevitable – experiment at the limits of your knowledge.

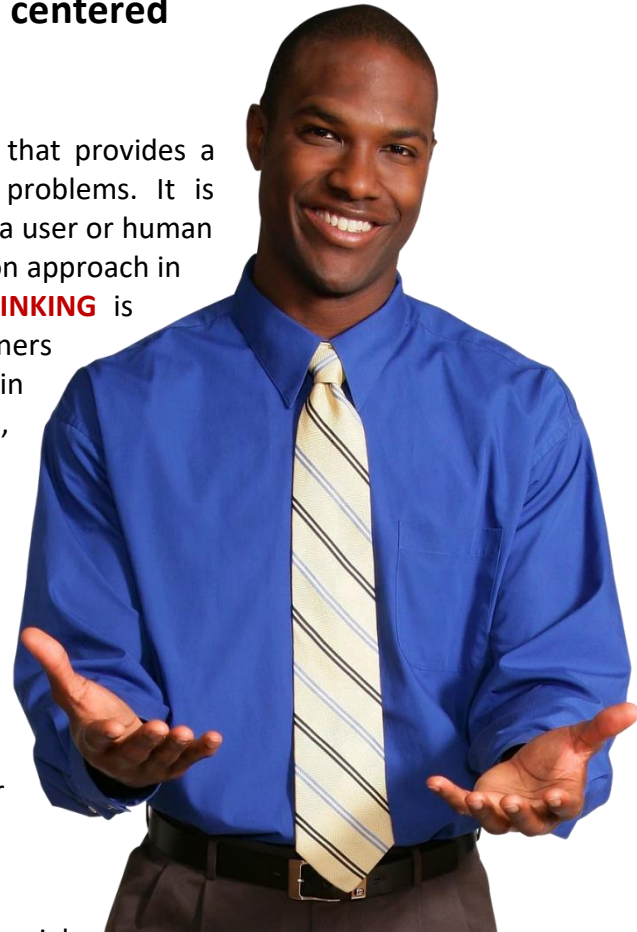
All Design is Redesign: Basic human needs remain unchanged. Redesign is aimed at fulfilling human needs.

The Tangibility Rule: Prototypes help to make ideas tangible, enabling designers to communicate them effectively.

5 PHASES OF DESIGN THINKING

EMPATHIZE: Empathizing is the critical first phase in Design Thinking. It is about learning about your audience. It is about understanding the problem from the point of view of the user. Use your observations and engagements with people to understand your audience on a psychological and emotional level.

DEFINE: Define is the second phase in Design Thinking. It is about analyzing, interpreting and defining the problem from the point of view based on user needs. You should have a clear problem statement by the end of the Define step.



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Every day, you see many **problems, opportunities** to improve your activity, to enhance systems, to boost your business. You have plenty of **ideas**, and most of them are good ideas to improve **productivity** and customer **service**, to offer new or better **products** or services, to develop your **organization** in a positive way. So why is that still so hard for you to release your **creativity**?

Test yourself to find out how creative you already are. Discover where ideas come from and how to create the ideal environment for creativity.

A Limited number of EARLY BIRD Tickets are available till 3 weeks before the workshop. Also group tickets are available - Please contact the organizer for group tickets purchasing.

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IDEATE: Ideate is focused on brainstorming and coming up with creative solutions to solve your defined problem. To produce better outcomes, have multi-disciplinary teams do brainstorming to ensure you generate varied perspectives.

PROTOTYPE: The fourth phase, prototyping, is building representation of your ideas. It is about creating rough drafts of the brainstormed solutions to find out if these solutions are fit for your problem. Prototyping is not about getting that one solution perfect, but it is more about producing a minimal viable product (MVP) which can be later improved on or transformed into a beta version.

TEST: The last phase is testing the prototype with customers to determine if it is the correct solution for the defined problem. This phase demands review and revisions.

The phases are **CYCLICAL** in nature because one you test, you may find out that you need to rethink and redefine what you've previously done.

COMMON MINDSETS THAT GOVERN DESIGN THINKING

FORESIGHT: When brainstorming ideas, don't get stuck with your past work. Picture the future and let that be your way of thinking.

GET INSPIRED: Use an area that is conducive for thinking. Surround yourself and your team with inspirational items that spark creativity.

UNCERTAINTY WORKS: You can't know everything in the beginning. That is why the phases of Design Thinking is cyclical because you keep on revising and ideating until you get to the solution that best suits your problem.

PRACTICAL VIEW: Apply all ideas and see how each works. Do not overlook any ideas.

HEAD TO HANDS: Make it a point to turn all ideas into a tangible thing. Put all ideas into action as soon as you think of them.

VISUAL IMPACT: Use visual aids to communicate! Visual aids clearly define your ideas and allow for connection to your users.

FAIL TO NAIL: Failure is part of the experience. Fail early and benefit and learn from it rather than failing at the end of a long process only to find out that the tedious solution is not suited for your problem.



Are you going through a major challenge? We are here to help: elearning design and creation, training facilitation on Creativity, Idea Generation, Problem Solving, Design Thinking, Introduction to Agile Scrum, Scrum Product Owner – DISCOVER MORE

Contact us NOW at david.daoud@elearn2grow.com

To discover more:

<https://think360studio.com/what-is-design-thinking-and-design-thinking-process/>

<https://careerfoundry.com/en/blog/ux-design/what-is-design-thinking-everything-you-need-to-know-to-get-started/>

<https://www.interaction-design.org/literature/topics/design-thinking>

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“A deep expertise working with startups, Small and Medium Enterprises and Corporates” David Daoud, eLearn2grow, Founder and CEO

