

DESIGN THINKING AND INNOVATION

There is abundant evidence that highly successful companies innovate continuously because of their culture of design thinking. When done right, this thinking links inspiration and passion to the execution and delivery of quality products and services.

By applying a design-centred approach, people will conceive radically innovative solutions that give their organization a competitive edge in their industry.

Learning Objectives:

The participants of this course will be able to:

- Understand the benefits of design thinking
- Distinguish between incremental innovation and radical innovation when creating new solutions
- Understand the network of stakeholders involved in any project
- Define and reframe a problem based on the emotional needs of the customer
- Develop a just-try-it mentality through rapid prototyping and iteration
- Understand creativity methods and visualization tools in the context of strategic design
- Learn how to embrace the diversity of opinion using a common process for design
- Evaluate ideas and concepts and apply creative implementation tools.

Learning Contents:

- Design thinking: An Introduction
- Design models and systems

- Design thinking process and approaches
- Characteristics of design thinkers
- Using design thinking to solve business problems and develop market opportunity
- Finding the 'sweet spot'
- Creativity through analysis and open /closed thinking
- Steps in the creative process
- Push and pull innovation strategies
- Multidisciplinary teams and communication skills
- Decision-evaluation and critique
- Design implementation tools
- Design thinking case studies and hands-on class projects

Fee:

Physical	Virtual (local)	Virtual (International)
₦ 210,000.00	₦ 179,900.00	□ 145.00

Date:

April 22 – 23,

August 13 – 14, 2026.

Who Should Attend?

Product development managers, officers and Professionals at various levels in their careers will find the tools and techniques taught in this course valuable

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