XCELERATE TRAINING INSTITUTE

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LEADERSHIP AND MANAGEMENT

Design Thinking and Innovation Training Course

Creating Customer-Centred Solutions and Building an Innovation Culture

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	TTC-114

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Casablanca	Classroom	€3,600
19 – 23 Apr 2027	Dubai	Classroom	€3,800
28 Jun – 2 Jul 2027	Geneva	Classroom	€4,800
2 – 6 Aug 2027	Istanbul	Classroom	€3,800
11 – 15 Oct 2027	Kuala Lumpur	Classroom	€5,500
20 – 24 Dec 2027	London	Classroom	€4,800

Register or ask a question

Online: x8ti.com/course/design-thinking-and-innovation-training-course/

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Design Thinking and Innovation Training Course

Introduction

Organisations need to innovate faster to meet changing customer expectations and national transformation goals. Design thinking provides a practical, human-centred method for understanding needs, generating ideas and testing solutions quickly.

This course takes participants through the full design thinking process, from empathy research to prototyping and testing, and shows how to manage innovation portfolios and build a culture where new ideas succeed.

Learning Objectives

By the end of this course, participants will be able to:

- Explain design thinking principles and process
- Use empathy research to understand users
- Define problems and opportunity statements
- Generate ideas using creative techniques
- Prototype and test solutions quickly
- Manage innovation projects and build an innovation culture

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants complete a full design thinking sprint in teams on a real challenge.

Benefits for Your Organisation

- Customer-centred products and services
- Faster, lower-risk innovation
- Engaged employees contributing ideas
- Structured innovation management
- Support for transformation goals

Benefits for You

- Practical design thinking skills
- Creative problem-solving techniques
- Experience leading an innovation sprint
- Tools for testing ideas cheaply
- Confidence driving change

Who Should Attend

This course is designed for:

- Innovation and strategy teams
- Product, service and customer experience managers
- Government service designers
- Project and team leaders
- Professionals leading change

Course Outline

Day 1: Innovation and Design Thinking

- Why innovation matters
- Types of innovation
- Design thinking principles
- The design thinking process
- Selecting a challenge

Day 2: Empathise and Define

- User research methods
- Interviews and observation
- Empathy maps and personas
- Customer journey mapping
- Problem statements

Day 3: Ideate

- Creative thinking techniques
- Brainstorming and structured ideation
- Selecting promising ideas
- Value propositions
- Concept development

Day 4: Prototype and Test

- Rapid prototyping
- Testing with users
- Learning from feedback
- Iterating solutions
- Presenting concepts

Day 5: Innovation Management

- Innovation strategy and portfolios
- Funding and governance of innovation
- Scaling successful pilots
- Building an innovation culture

- Action plan

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Registration Form

Design Thinking and Innovation Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

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Email this form
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Register online
Open the course page