

# INNOVATE DURBAN



## DESIGN THINKING WORKSHOP GUIDE



# WHAT IS DESIGN THINKING?

In simple words, design thinking is a mindset that helps you solve problems creatively.

Design thinking has a human-centered core. It encourages organisations to focus on the people they're working for which leads to better products, services, and internal processes. When you sit down to create a solution for a business need, the first question should always be, 'What's the human need behind it?'

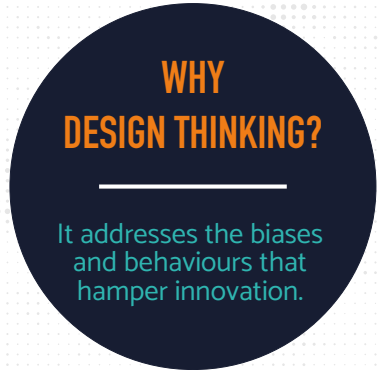
In employing design thinking, you're pulling together what's desirable from a human point of view with what is technologically feasible and economically viable.

## THE CHALLENGES OF INNOVATION

To be successful, an innovation process must deliver three things: superior solutions, lower risks and costs of change, and employee buy-in. Over the years businesses have developed useful tactics for achieving those outcomes. But when trying to apply them, organisations frequently encounter new obstacles and trade-offs. Design Thinking is the ideal tool to address this.

## A KEY REQUIREMENT

In order for Design Thinking to work effectively in the day-to-day operations and project implementation of any team, NGO, or company, the buy-in of senior management is a MUST! Design Thinking enables radical, awesome ideas, and without buy-in to move these ideas forward a team will quickly become frustrated and the potential impact of incorporating Design Thinking into your work will be lost.



**WHY  
DESIGN THINKING?**

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It addresses the biases and behaviours that hamper innovation.

# OPTION 1: INTRODUCTION TO DESIGN THINKING

Introduce your team to Design Thinking and equip them with the tools to use the process in programmes and projects on an ongoing basis.

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### OUTLINE OF PROGRAMME



### BENEFITS

- Your team is introduced to a new way of thinking
- Supports innovation in programme and product design
- Re-invigorates your team
- Equips team with base knowledge to continue implementing post workshop

### WHO SHOULD ATTEND?

- Project and Programme Managers
- Project Co-ordinator
- Those involved in product or process design
- Middle and senior management
- CEOs/MDs

**CONTACT US FOR WORKSHOP COST**

# OPTION 2: DESIGN THINKING SPRINT

A design sprint, enables concrete and measurable outcomes in just 5 days.

The process allows you to get from problem to solution without running errands, and wasting time on non-useful development. You'll be able to convince others faster, reduce risks, avoid developing unnecessary features, and maximise your return on investment.

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### OUTLINE OF PROGRAMME



### BENEFITS

- Enables a team to identify a clear solution to move forward with
- Enables teamwork in solving complex problems

### WHO SHOULD ATTEND?

The full team involved in the specific project being tackled, this can include:

- Project and Programme Managers
- Project Co-ordinators
- Those involved in product or process design

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# GOT QUESTIONS? JUST ASK US.

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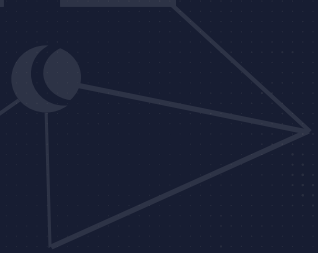
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