

Design in Business

Training Course

Description

Design in Business introduces individuals and teams to design tools that will help them be more human-centred in their approach to problem solving.

Attendees learn how to apply design tools to launch new and innovative products and services to market, as well as how to leverage these tools to support strategic planning, business analysis, architecture and agile delivery.

Who is it for?

- Business Analysts
- Project Managers
- Business Leaders
- Strategic Planners
- Business Planners
- Business Architects
- Enterprise Architects

**Helping you and your teams
develop a design mindset for
business**

What does it cover?

Design in Business covers the essential design tools to help you explore, ideate, prototype and deliver higher value ideas to market in shorter timescales.

One of the key value propositions of our course is the integration with the strategy and business planning aspects to determine viability and feasibility.

Attendees will learn how to leverage agile techniques to help focus investment and deliver ideas to market more efficiently.

Helping you link it all together

“Our team found the experience invaluable. The course helped us challenge some of our established ways of thinking to ensure we have the tools and techniques available to appropriately articulate problems, then to analyse them and design and iterate possible solutions in a human centred, business focused way”
— Banking client: Product Design, Change and Delivery

Design in Business is hands on, taught by Business Designers working and delivering business outcomes.



What does it involve?

- **Kick-start:** Attendees choose an actual problem within their business, and we teach you how to solve that problem. This part-time option usually runs over six to seven weeks using a combination of theory and hands-on activities. The outcomes are valid prototypes ready for rollout into your business.
- **Five-day class:** This option is a combination of theory and hands-on activities that run within a classroom environment. Attendees work through a challenging digital case study to sharpen their problem-solving and design skills.

Contact Us

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