

ENABLING INNOVATION

Innovation is successful change
Projects are how we deliver it



DESIGN THINKING

What should I bring to class?

A laptop – once enrolled, you will be able to download the digital resources that support the day's learning; alternately, you can download and print the paper versions if you are more comfortable working with the old-school tools of the trade.

If you'd like to bring a keep-cup and/or refillable bottle, we provide all-day tea, coffee and water; and if you don't want to bring your own lunch, there are plenty of nearby food options.



<https://institute.pm>



Design Thinking (also known as human-centred design) allows professionals from every industry to embrace problems and create solutions that are user-centric in design and effective in implementation.

It encourages you to dig deeper, ask the difficult questions, and go beyond the obvious to understand the real challenge to be solved.

Whether your project is to create a new product, service or customer experience, or do something like improve systems, processes or your workplace culture, Design Thinking uses tactics such as empathy, rapid ideation, low fidelity prototyping and testing to enable innovation.

Why should I take this Masterclass?

What will I learn in one day?

This Masterclass will provide you with the fundamentals of the Design Thinking process, along with a range of take-away tools for practical implementation.

You will have the opportunity to apply your learning to real problems and be guided in each exercise by a world-class expert in human-centred design.

By the end of the day, you'll not only have discovered the what and why of Design Thinking, you'll have learnt and actioned the how, ensuring that your experience is both enlightening and constructive.

Who will be teaching me?

Our Certified Project Trainers are:

proven industry expert with over 10 years' practical experience leading complex projects, programs and portfolios of work
inspiring communicators
creative and critical thinkers, and
trained educators, facilitators and mentors.

Importantly, they are not professional lecturers who only learned project management from text-books – they superimpose on the content a wealth of project skill and experience from all stakeholder perspectives that bring project management to life.

