IBM DESIGN THINKING

Couse Topics

(40.5 hrs)

This course is for any business leader, professional, manager, executive or individual contributor wishing to gain practical know-how on the principles, process and tools of IBM Enterprise Design Thinking methodology.

	Learning Topic	Synopsis
1	History of IBM Enterprise Design Thinking	The learner will acquire the knowledge and ability to identify the development of design thinking from 1920s to IBM Enterprise Design Thinking that combined User Centred Design with communication and collaboration methods such as Sponsor Users, Empathy and Scenario Mapping, Hills, Ideation, storyboarding, Prototyping, and Playbacks.
2	Case Study of Successful Applications	The learner will acquire the knowledge and ability to identify the introduction of design thinking as an innovation method in transforming organisation in achieving possible outcomes.
3	Overview of IBM Enterprise Design Thinking	The learner will acquire the knowledge and ability to identify the innovation process covering essential principles of design thinking, the Loop (Observe, Reflect and Make) and Keys (Sponsor Users, Playbacks and Hills) Key area of coverage: 1- Concept of design thinking 2- Importance of design thinking 3- Stages in the design thinking process 4- Concept of innovation management
4	Key Habits of Design Thinkers	The learner will acquire the knowledge and ability of a Design Thinkers' habits for the executing the design thinking process. Key area of coverage 1- How design thinking is used in other organisation Articulate to team members the principles and concepts of innovation, creativity and design thinking processes Equip stakeholders with the mind set to develop design thinking approaches as strategies for creativity and innovation
5	The Loop	The learner will acquire the knowledge and ability of using the different tools for observing (observation, interview, recording and journaling), reflecting (mapping) and making (ideating, prioritization, storyboarding and hills). Key area of coverage 1- How design thinking is used in other organisation Equip stakeholders with the mind set to develop design thinking approaches as strategies for creativity and innovation
6	IBM Enterprise Design Thinking	The learner will acquire the knowledge and ability to understand the concept, process, methodology, and application of IBM Enterprise Design Thinking

		Key area of coverage
		1- Concept of design thinking
		2- Importance of design thinking
		3- Stages in the design thinking process
7	User Research	The learner will acquire the knowledge and ability of using the observing and interviewing methods for user research.
		Key area of coverage
		1- How design thinking is used in other organisations
		2- Methods of applying design thinking for the organisation) K06 (Concept of innovation management
		3- Concept of innovation management
		Facilitate the appropriate use of design thinking processes and methodologies by participants
8	Make	The learner will acquire the knowledge and ability of doing ideation, storyboarding, crafting hills, and prototyping.
		Key area of coverage
		1- How design thinking is used in other organisation
		2- Methods of applying design thinking for the organisation
		3- Concept of innovation management
		Facilitate the appropriate use of design thinking processes and methodologies by participants
		Establish metrics to measure outcomes of design ideas and prototypes
9	User Feedback	The learner will acquire the knowledge and ability of doing different type of feedback methods.
		Key area of coverage
		1- Methods of applying design thinking for the organisation
		Frame design concepts in alignment with the organisation's strategies and values
		Promote design thinking as a tool for solving problems and challenges for the organisation
		A07- Remove obstacles and hindrances to implementing design thinking for the organisation
10	Teach	The learner will acquire the knowledge and ability to prepare, master the material and start design thinking training in organisation.

		Key area of coverage
		1- Methods of applying design thinking for the organisation
		Promote design thinking as a tool for solving problems and challenges for the organisation
		Remove obstacles and hindrances to implementing design thinking for the organisation
11	Logistic	The learner will acquire the knowledge and ability to set up the training environment for the facilitation of design thinking for groups of 6-7. Key area of coverage 1- Methods of applying design thinking for the organisation Promote design thinking as a tool for solving problems and challenges for the organisation Remove obstacles and hindrances to implementing design thinking for the organisation
12	Application	The learner will acquire the knowledge and ability to understand the application of design thinking, an innovation management method, to different domains and problem spaces – digital, physical and technologies. Key area of coverage 1- How design thinking is used in other organisations 2- Methods of applying design thinking for the organisation 3- Concept of innovation management Frame design concepts in alignment with the organisation's strategies and values Promote design thinking as a tool for solving problems and challenges for the organisation Remove obstacles and hindrances to implementing design thinking for the organisation Remove obstacles and hindrances to implementing design thinking for the organisation