

# Innovation and Design Thinking for Senior Managers

## COURSE OVERVIEW

In a rapidly changing business environment, innovation is not just a buzzword but a necessity. This course is crafted to empower senior managers and intermediate-level leaders with the principles and practices of design thinking and innovation management. Participants will explore how to foster a culture of creativity, drive strategic innovation, and use design thinking to solve complex business challenges. The course combines theoretical insights with practical tools, enabling leaders to develop innovative solutions that align with organizational goals and enhance competitive advantage.

## WHO SHOULD ATTEND?

This course will benefit Senior managers and leaders responsible for driving innovation within their organizations, Business strategists and planners looking to embed design thinking into their operations, Intermediate-level managers aspiring to enhance their leadership in innovation, Team leaders, Project managers, Consultants and advisors aiming to offer cutting-edge innovation solutions to their clients.

## COURSE OUTCOMES

Delegates will gain knowledge and skills to:

- Understand the fundamentals of innovation and design thinking methodologies.
- Apply design thinking principles to real-world business challenges.
- Develop strategies to cultivate an innovation-driven organizational culture.
- Utilize creative problem-solving techniques to generate and implement innovative ideas.
- Learn to prototype, test, and refine ideas rapidly.
- Align innovation initiatives with business strategy and customer needs.
- Lead cross-functional teams to drive innovation projects successfully.
- Measure the impact of innovation on business performance and growth

## KEY COURSE HIGHLIGHTS

At the end of the course, you will understand:

- Tools for brainstorming, ideation, and rapid prototyping.
- Case studies showcasing successful innovation practices.
- Metrics and KPIs for evaluating the success of innovation initiatives.
- Hands-on workshops and group exercises for practical application.

All our courses are dual-certificate courses. At the end of the training, the delegates will receive two certificates.

1. A GTC end-of-course certificate
2. Continuing Professional Development (CPD) Certificate of completion with earned credits awarded