Day 1

09:00 Morning

Welcome
Introduction and getting to know the group.

Intro to Design Thinking – Purpose, values, vision, and why it matters now
This introduction provides participants with context about the process and motivates them by explaining its importance in today's world.

Stakeholder Mapping
A visual exercise to clearly map out all stakeholders and their interests.

Design Research
Exploring and gathering insights about users and their needs.

12:15 Lunch

Persona & Empathy Mapping
Creating a profile of a typical user. Understanding users' emotions and thoughts.

Customer Journey Mapping
Visualizing the user experience step by step to identify pain points and opportunities.

Opportunity Identification
Searching for opportunities for improvement or innovation.

Reframing the Design Challenge
Rewriting the design question based on newly acquired insights to sharpen the focus.

Reflection
We take a moment to reflect on what participants have learned so far.

17:00 Closing

Day 2

09:00 Morning

Welcome
Start of the second day with a brief recap.

Reflecting on the Reframed Problem
Discussing whether the problem has been reframed effectively.

Ideation
Generating as many creative solution ideas as possible.

Prioritizing Ideas
Selecting the most valuable ideas to move forward with.

Rapid Prototyping
Creating a simple, tangible version of the solution.

12:15 Lunch

Prototype Testing
Allowing users to experience the prototypes and gathering feedback.

Improving Prototypes
Adjusting the solution based on the feedback.

Pitches
Presenting the solution to the group and end user.

Reflection
Evaluation of the training and the process.

17:00 Closing

1-day training

Same steps, more compact program

The 1-day Design Thinking workshop covers the exact same steps as the 2-day training:
from exploring the problem and understanding the user to generating ideas, building a prototype, and testing it. Participants experience the entire Design Thinking process in a single day.

Because the program is more condensed, the pace is higher and there is less room for:

- In-depth exploration and reflection
- Reframing the problem statement
- Creating and testing multiple prototypes or iterations
- Deep understanding and skill development within the process

The focus in the one-day training is therefore more on gaining experience, building awareness, and getting to know the process than on fully developing a solution.
It is a powerful first step for anyone who wants to discover and experience Design Thinking.

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Introduction

Design Thinking, a fresh perspective in 2 hours

Imagine this: you walk into a room with a group of colleagues, ready for a session where you may not yet know exactly what to expect. Within two hours, we introduce you to the world of Design Thinking – a way of thinking and working that revolves around creativity, curiosity, and above all: placing the user at the center.

You won't be given long theories or presentations. Instead, we get to work right away. We start with a short introduction showing why Design Thinking is so powerful for solving complex challenges. After that, you dive into an exercise that helps you learn to think "outside the box."
You'll notice: you don't need to be a designer to think like one.

We keep it light, fast, and practical. You'll experience how fun it is to look at problems from a different angle, and how quickly you can generate original ideas when you let go of your usual habits.

This session is not a full training. It's a warm-up – designed to inspire you, spark curiosity, and give you a taste of a different way of working.

By the end of the session, you will not only have a smile on your face, but also a first sense of what Design Thinking is – and especially what it can mean for your work.

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