



Design Thinking Training Course Brochure

1 Day Practical Workshop



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The Right Fit.....For You

This two-day course will give you a sound overview of design thinking. You'll get to know the tools and terminology and put these into practice straight away with support from our trainer.

On the course, you will gain an understanding of: Personas, Customer journey mapping, Stakeholder mapping, Stakeholder value network, Opportunity space and Empathy map/ design research.

Our courses are interactive and thought provoking and learners will practice using tools that are most fundamental to design thinking. They'll experience how to generate ideas, map stakeholders and networks, then test and pitch their ideas.

By the end of the course you will learn how to be a design thinker and will have the skills, tools and confidence they need to drive change across the business.

Below you will find a proposed course outline.

The course can also be customised based on the existing experience of you and your team and our trainer will work with you to agree the content to be covered in the day.

"Everyone thought Andrew was great and the course really developed their skills as internal trainers."

Dearbhla Casey, HR Manager, Irish Country Meats



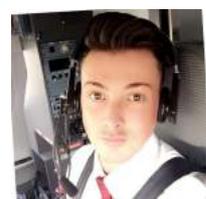
"We are all very happy with the training carried out last week & will definitely be in contact in the future"

Aoife O'Rourke, Key Account Manager, Tool & Plastic



"Great exercises, very relaxed and great models to explain, learning process and delivery of the information."

Jonathan Latimer, Fleet Training Instructor, City Jet





Why Choose DCM Learning

At DCM Learning we have a strong culture of working in long-term relationships with our clients. Although it's a bit of a cliché, we strongly believe that our client relationships are partnerships and that's the best way for our clients to get the best results.

Specific reasons to choose DCM:



Support: 15 full-time training consultants plus support staff (21 in total). We are large enough to be well resourced but small enough to care.



Experienced: We have many years' experience providing customised training programmes for small and large companies. Last year, we delivered onsite training with 521 companies.



Excellent Trainers: Our trainers combine professional training know-how with relevant experience in their chosen training field



Quality Assured Training: Make sure you Safeguard Your Training Investment. DCM offer courses accredited by the following national and international certification bodies.



You're in Good Company

We work with small and large companies, individuals, Government Agencies, Universities and blue chip companies such as Google, AIG, Glaxo Smith Kline, and Symantec, so you can have confidence in our ability to deliver the results you want to achieve.





Design Thinking Training

COURSE OVERVIEW

This two-day course will give you a sound overview of design thinking. You'll get to know the tools and terminology and put these into practice straight away with support from our trainer.

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LEARNING OUTCOMES

By the end of the course each learner will be able to:

- Empathise with their customer
- Use observational techniques to gain deeper insights into end users
- Engage design thinking and design thinking tools
- Prototype ideas and select the best ones
- Empower others in your organisation to co-create and use design thinking

TOPICS COVERED

- **Gathering Insights** - Understand design thinking framework, identifying users pain points and learn how to gather data
- **Implementation** - Prototyping and testing, learn how to iterate swiftly and how to manage frustration
- **Ideation** - Reframing and ideation, problem solving techniques and needs based on user personas



Robert Potter

Training Associate

Robert has 20 years of experience in Business Process Improvement, Project management and innovation in a variety of leading companies mainly through the Lean Six Sigma methodologies.

Robert's delivery style is highly interactive and his experience in facilitating learning over many years has proven itself time and time again. Robert has carried out both training and consultancy assignments with many of Ireland's leading companies both in the private and public sectors.

Robert is a Master Black Belt in Lean awarded by IASSC and the Boston Consulting Group. He is an excellent communicator and mentor and has been re-engaged by many of our clients for additional assignments in Business Process Improvement and Change Management.



Inhouse Training, One Size Doesn't Fit All.

Does your team need training? DCM Learning has a full range of training courses and qualifications available for your team and company, in-house or off-site.

Based on your requirements, we will develop a custom-made training programme and deliver it specifically for your employees in a chosen location - giving them the exact skills and knowledge they need whilst saving on venue hire, travel, time and associated expenses.

Each daily session will be delivered onsite at a location of your choosing over a 7-hour period. We are flexible on group size, but for group sessions we would recommend a maximum of 15 people to allow for the more interactive elements of the course.

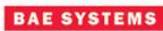
Below is an overview of our Inhouse Training Delivery and Costs:

Details	1 Day Training	2 to 5 Days Training	6+ Days Training
Cost	€1,095 per day	€995 per day	€895 per day
Materials	Included	Included	Included
Travel Expenses	Included	Included	Included
Areas Covered	All Counties	All Counties	All Counties
Customisation	Course Customised	Course Customised	Course Customised
Survey	Pre & Post Course Survey	Pre & Post Course Survey	Pre & Post Course Survey
Account Management		Dedicated Account Manager	Dedicated Account Manager
Free Public Course		1 Free Place	3 Free Places
Public Course Discount		15%	25%



Who We Work With

We train organisations of all shapes and sizes, from small businesses up to global enterprises. But we never forget that every individual matters, and we make sure that every learner gets what they need to reach their potential.





**Set your career on the
right course**

DUBLIN

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📍 Guinness Enterprise
Centre

CORK

☎ 021 2429691
✉ cork@dcmlearning.ie
📍 Atrium Business Centre
Blackpool Business Park

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