



Design thinking training

Equip your teams to deliver practical solutions with proven business value

Design thinking is on everyone's minds these days. Organizations in sectors as diverse as transit, pharmaceuticals, financial services, and telecommunications are using design thinking tools and methods to improve customer experience, increase speed to market, lower risks and costs, gain stakeholder alignment, and win employee commitment.

It's no wonder so many organizations are embracing design thinking. The business value of this human-centred, solutions-focused approach to innovation is quantifiable. Top design performers grow their revenues and shareholder returns twice as fast as their industry counterparts,¹ and mature design thinking practices can realize an ROI between 71% and 107%.²

1. McKinsey, *The business value of design*, October 2018, <https://www.mckinsey.com/business-functions/mckinsey-design/our-insights/the-business-value-of-design>.

2. Ryan Hart, "Design Thinking Can Deliver an ROI of 85% or Greater," Forrester, June 8, 2019, <https://go.forrester.com/blogs/design-thinking-can-deliver-an-roi-of-85-or-greater>.

From understanding to impact

Learning and knowledge don't always directly translate into action and behaviour. We'll teach your employees to apply design thinking tools and methods to real-world challenges, equipping them to provide real business impact for your organization.

Up-skill and engage your employees with our hands-on approach

We go beyond the theoretical to deliver practical solutions. Our training sessions are hands-on and interactive, featuring ready-to-use, practical tools and methods that learners can apply immediately in their roles.

Get expert training from our experienced practitioners with a curriculum founded in real-world experience

Our facilitators are seasoned practitioners, bringing first-hand experience and lessons learned from years of delivering shared-value solutions for our clients and their customers.

"A game-changing experience that will change how you think!"

—Training attendee

"This is an important program. This is about solving real business problems, and I think this is what we've achieved."

—Training champion, Managing Director and COO



Bridgeable offers four team training formats that can be tailored to suit your objectives, business challenges, and timelines.

Format	Introduction to design thinking	Foundations of design thinking	Applications of design thinking	Immersive design thinking
	<p>Half-day training session</p> <p><i>Give your team a taste of the design thinking process through a short, hands-on training session.</i></p>	<p>1-day training session</p> <p><i>Build foundational knowledge and know-how with this day-long hands-on session designed to teach tools and methods that your teams can integrate into their day-to-day work.</i></p>	<p>2-day training session</p> <p><i>Dive deep into design thinking processes, tools, and methodologies and develop innovative prototypes to solve your business challenges.</i></p>	<p>2-day training session + 5-day innovation sprint</p> <p><i>Level up your team's capabilities and create immediate impact by leveraging their new skills during a week-long innovation challenge designed to foster collaboration, creative thinking, and problem solving.</i></p>
Activities included	<ul style="list-style-type: none"> • Mock interviewing • Research synthesis • Challenge statements • Concept building • Storyboarding • Concept testing 	<ul style="list-style-type: none"> • Performing real user research • Research synthesis • Persona development • Challenge statements • Concept building • Storyboarding & prototyping • Developing a prototype plan • Concept testing • Implementation planning 	<ul style="list-style-type: none"> • Performing real user research • Research synthesis • Persona development • Challenge statements • Concept building • Storyboarding • Developing a prototype plan • Evaluating prototypes with real clients and stakeholders • Prototype iteration based on feedback • Developing and pitching a concept and implementation plan • Post-training coaching 	<p>This program combines training and sprinting. Following a 2-day training, your team will be coached through a 5-day sprint focused on solving business challenges. This sprint allows for participants to hone their skills as they work through the phases of the design thinking process accompanied by our coaches.</p> <p>Sample sprint week schedule: Day 1: Research and synthesis Day 2: Framing + ideation Day 3: Prototyping + evaluation Day 4: Implementation Day 5: Pitching + storytelling</p>
Training outcomes	<ul style="list-style-type: none"> • Basic understanding of the business case for a design thinking approach • Fundamental knowledge of the design thinking process • Hands-on experience applying design thinking tools • Initial foundation upon which further design thinking capability can be built 	<ul style="list-style-type: none"> • Broader understanding of the business case for a design thinking approach • Deeper knowledge of the design thinking process • Hands-on experience applying design thinking tools and methodologies to a business challenge from your organization • First steps to building an internal capability 	<ul style="list-style-type: none"> • Deeper understanding of the business case for a design thinking approach • Ability to apply design thinking on-the-job • In-depth, hands-on experience applying design thinking tools and methodologies to a business challenge from your organization • Intermediate steps to building an internal capability • Detailed prototypes and detailed plans showing how they can be further developed and refined 	<ul style="list-style-type: none"> • Thorough understanding of the business case for a design thinking approach • Ability to apply design thinking on-the-job • In-depth, hands-on experience applying design thinking tools and methodologies <i>and</i> design sprints to a business challenge from your organization • Advanced steps to building an internal capability • Detailed prototypes and implementation plans to solve your business challenges, with buy-in from key stakeholders
Trainees	<p><i>For up to 24 participants (ask us if you need more!)</i></p>	<p><i>For up to 24 participants (ask us if you need more!)</i></p>	<p><i>For up to 24 participants (ask us if you need more!)</i></p>	<p><i>For up to 24 participants (ask us if you need more!)</i></p>

Bridgeable is a service design consultancy that works with organizations and people to create a more human world, one experience at a time. **Interested in learning more about designing exceptional services and experiences? Get in touch!**

Amit Kiran
 Director, Design Strategy

✉ amit.kiran@bridgeable.com
 ☎ 647.523.9404

Marie-Eve Bélanger
 Manager, Design Strategy

✉ marieeve.belanger@bridgeable.com
 ☎ 647.459.4256

bridgeable

1179 King St. West, Suite 101
 Toronto, Ontario, M6K 3C5