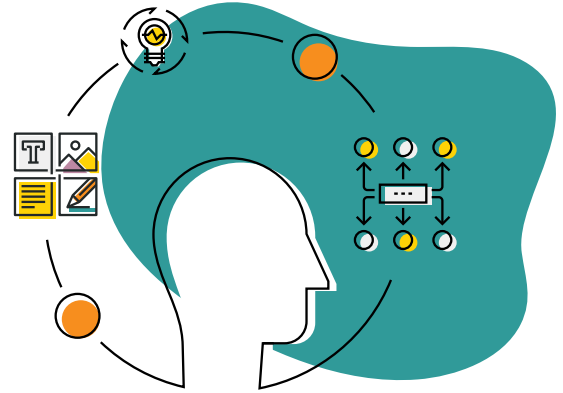**≥ THE REGIS COMPANY**

Design Thinking
For Creative Problem-Solving

COURSE OVERVIEW

Design thinking is a proven and repeatable problem-solving approach that businesses of all sizes can use to solve problems and uncover opportunities. In this course, participants learn to leverage observation, empathy, and iteration to create innovative solutions. Participants learn how to take a structured approach to define the problem, ideate possible solutions, and prototype a successful outcome. By challenging conventional ways of thinking, participants build a toolkit of skills that enable innovation and insight and drive improved problem-solving and stakeholder alignment.

In this course, participants will:

- Learn the concepts and methodology of design thinking

- Practice empathy in applying a human-centered approach to design techniques

- Build a strategic innovation toolkit that can immediately be used in real-world scenarios

Leveraging best-in-class experiential learning, our solutions are effective, fun, and easy to deploy.

PROGRAM DETAILS

All courses include expert facilitation. Metric-focused assessments are available.

TARGET AUDIENCE
Senior leaders
Mid-level leaders
First-time leaders

IN-PERSON DURATION
1 day

VIRTUAL DURATION
3 sessions
2.5 hours per session

COMPETENCIES

Leadership Development

Business Transformation

Onboarding & Role Transition

We're your partner in delivering best-in-class experiential learning to your stakeholders.

Our flexible formats allow you to customize learning journeys to fit your needs, right-sized for your business. As well, each course is delivered by seasoned facilitators who keep learners engaged and challenged and inspire new ways of thinking.

In this course, participants learn how to:

DESIGN WITH EMPATHY

Using a case-study, participants learn a human-centered approach to design by understanding the end user's thoughts, feelings, behaviors and motivations to thoughtfully define the problem and create more meaningful solutions.

IDEATE AND COLLABORATE

Working in teams, participants brainstorm potential ways to address the problem, pushing past common solutions to ultimately reach breakthrough ideas.

PROTOTYPE AND EXPERIMENT

As quickly as possible, participants develop a working model and test it to gather real user feedback, entering an iterative process to refine and improve the solution as time goes by.

After taking this course, participants will be able to:

- **Analyze the competitive environment** for products, services, and companies

- **Think more strategically** by understanding competitive forces with in the marketplace

- **Make better decisions** through identifying value and opportunity

25+	50+	200+	1.2M
Fortune 500 customers	awards	programs	learners across 6 continents

Ready to transform your learning experience?

We're here to help. Learn more about our ready-to-deploy programs.

LEARN MORE