Management & leadership · ML80

Design Planning & Problem Diagnostic Strategy

Barcelona (Spain) · 14 - 18 Dec 2026

Date	Venue	Duration
14 - 18 Dec 2026	**Barcelona (Spain)**	**1 Week**
Fee	Ref	Language
£5,000 GBP	**ML80**	**English**

Introduction

This Design Planning & Problem Diagnostic Strategy training seminar focuses on Design Thinking, a five-phase process that is widely used and has proven its worth. Design Thinking is a human-centred, iterative problem-solving process that employs various design-based techniques to gain insight and yield innovative solutions for virtually any type of organisational or business challenge. To generate solutions, this method combines analytical and creative approaches. This Design Thinking training seminar is an excellent place to start for any organisation embarking on a digital transformation journey.

The facilitator will guide participants through a customer-centric approach to problem-solving through a re-imagination of the end-to-end customer experience journey during this 5-day action-oriented training seminar.

Through a combination of workshop discussions and activities, participants will gain skills such as descriptive anthropologists, visual thinkers, and strategists. This seminar covers empathy development through descriptive anthropology research, idea generation, prototyping, and testing new concepts.

The training seminar will highlight:

- The five-phase Design Thinking process
- Problem-solving methodology of discovery, ideation, and experimentation
- Application of design-based techniques for the discovery of problems & innovative solutions
- The customer-centric approach in solving problems through the imagination of the comprehensive customer journey
- Development of key competencies as descriptive anthropologists, visual thinkers, and strategists

Course Objectives of Design Planning & Problem Diagnostic Strategy

Upon completion of this Horizon Plus training seminar, participants will be able

to:

- Acquire a deep understanding of the Design Thinking principles, processes, and tools
- Understand the mindsets of a design thinker
- Apply the Design Thinking framework is a structured process to solve problems, generate breakthrough ideas, and co-create an improved customer experience journey
- Apply key competencies as descriptive anthropologists, visual thinkers, and strategists in overcoming organisational challenges
- Improve personal effectiveness by becoming a more empathetic solution provider

Course Methodology of Design Planning & Problem Diagnostic Strategy

This is an experiential workshop, which emphasises engagement, interaction, and practice.

The methods that will be used in this seminar include:

- Case studies
- Skills practice through group activities
- Reflection for deepening their learning through group discussions
- Introduction of content, and examples via short, interactive presentations
- Short video clips

Participants will be given the opportunity that requires them to work in teams to address one unmet need and present their ideas.

Organisational Impact of Design Planning & Problem Diagnostic Strategy

Enhanced design planning and problem diagnostic ability enable an organisation to increase stakeholder satisfaction through:

- Proactive problem-solving with innovative solutions
- Enhanced managerial competencies of descriptive anthropologists, visual thinkers, strategists and story-tellers
- Development of an enhanced customer-centric environment
- Enhanced internal cross-functional communication
- Building a culture of measured risk-taking

Personal Impact of Design Planning & Problem Diagnostic Strategy

Delegates will develop their ability to use design planning and problem diagnostics competency to become more proactive, creative, and innovative to implement business solutions through:

- Acquisition of a deep understanding of the Design Thinking principles, processes, and tools
- Understanding and adaptation to the mindsets of a design thinker
- Application of the Design Thinking framework is a structured process to solve problems
- Generation of breakthrough ideas and co-create an improved customer experience journey

- Mastery of key competencies as descriptive anthropologists, visual thinkers, strategists, and story-tellers during overcoming organisational challenges

Target Audience of Design Planning & Problem Diagnostic Strategy

This Design Planning & Problem Diagnostic Strategy training seminar is designed for:

- Business Managers
- Team Leaders
- Process Leaders
- Functional Managers
- Project Managers
- Newly-appointed Senior Managers

Course Outlines of Design Planning & Problem Diagnostic Strategy

DAY 1

Fundamentals of Design Thinking - Key Concepts & Principles

- Design Thinking – Definitions & Boundaries
- Traditional Thinking vs. Design Thinking
- Three Perspectives of Human-centred Design: Desirability, Feasibility, and Viability
- Advantages and Benefits of Design Thinking
- Examples of Industrial Applications of Design Thinking
- Design Thinking Applications – Case studies in Apple, Google, Samsung, and GE
- Design Thinking Framework
- How Design Thinking Enhances Our Innovative Ability and Personal Effectiveness

The Mindsets of Design Thinkers

- Human-centric
- Process Approach
- Radical Collaboration
- Culture of Prototyping
- Show vs. Tell
- Biased toward Actions

DAY 2

EMPATHISE: Understanding the Customer / User’s Problem

- Understanding experience, situation, and emotion of the user for whom you are designing through observation, engagement, and immersion techniques
- Apply tools such as personas, empathy map, and user feedback

DEFINE: Analysis & Synthesis of the Observations

- Process and synthesise the findings to form a user Point of View (POV) that you will address by identifying the user, his/her needs, and insights gathered

- Apply tools such as POV, How Might We (HMW), stakeholder map, customer journeys, context map, and opportunity map

DAY 3

IDEATE: Exploring Ideas & Solutions

- Focusing on idea generation, translate problems into solutions, and explore a wide variety and large quantity of ideas that go beyond the obvious solutions to a problem
- Experiencing the divergent and convergent ideation methods
- Application of ideation techniques (e.g. Brainwriting, SCAMPER, What if, etc.) and tools such as relationship diagram, prioritisation matrix, affinity diagram, and idea evaluation matrix

DAY 4

PROTOTYPE: Visualising Ideas and Building Solutions

- To Build, then To Think - An economic, simple, and fast way to shape ideas that enable experience and interaction with them
- Learn how to apply tools such as developing physical prototypes, wireframes, and storyboards

TEST: Reviewing & Deciding the Solutions

- Asking for feedback on your prototypes, to learn about your user, reframe your POV, and refine your prototype
- Learning how to apply tools such as user feedback, observation, and evaluation matrix

DAY 5

Team Dynamics

- Harnessing and managing group creativity and thinking processes to enhance team performance
- Effective Team Roles
- Groups and Team Contribution
- Types of Teams
- Characteristics of a Team Player

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