

# From Ideas to Impact: The Design Thinking Approach for Bankers

Skills for Success



9075



In-Class



8 hours

## Course Description:

This course introduces the Design Thinking process as a human-centered approach to problem-solving and innovation. Participants will explore the five essential stages of design thinking: Empathize, Define, Ideate, Prototype, and Test. Through practical exercises and group activities, learners will gain hands-on experience with empathy mapping, brainstorming, journey mapping, and prototyping. The course equips professionals with practical tools to better understand user needs and deliver effective, innovative solutions in the workplace.

## Target Audience:

This course is designed for supervisors and team leaders with 2 to 5 years of experience in innovation, customer experience, or service design who are looking to apply design thinking to improve user-centered problem-solving and deliver innovative solutions.

## Course Objectives:

**By the end of the course, participants will be able to:**

- Describe the purpose and key benefits of design thinking.
- Identify user needs using empathy techniques and mapping tools.
- Apply "How Might We" framing and ideation strategies to generate creative solutions.
- Use journey maps to visualize user experiences and pain points.
- Demonstrate basic prototyping and user testing techniques to improve ideas.

## Course Outline:

### Module 1: Introduction to Design Thinking

- What is Design Thinking?
- Benefits and value of design thinking in modern organizations.
- Stanford's 5-phase model overview.

### Module 2: Empathize phase

- Understanding empathy in design.
- Empathy mapping (Says, Thinks, Does, Feels).
- Conducting empathy interviews.

### Module 3: Define phase

- Creating Point of View (POV) statements.
- Building user personas.
- Reframing challenges using "How Might We" questions.

### Module 4: Ideate phase

- Brainstorming and Brainwriting methods.
- Using De Bono's Six Thinking Hats.
- Selecting ideas for testing.

### Module 5: Prototype and Testing Phases

- Low-fidelity vs high-fidelity prototyping.
- Conducting user feedback sessions.
- Iterating based on feedback.

## Assessment Strategy:

Participants will be informally assessed based on their interaction during sessions and their participation in group exercises.

## Upon Successful Completion of this Course, participants will obtain:

0.6 CEUs

## Course Language:

English Material  
Bilingual Explanation

## Prerequisites:

N/A