



CENTRAL BANK OF EGYPT  
Egyptian Banking Institute

# Design Thinking

ACCREDITED BY  
**ACCET**  
A Partnership for Quality™

## Leadership Development



279-P26-CE



In-Class



8 hours

### Course Description:

This program is a collaborative problem-solving process based on a design used in artistic endeavors. Whether you are involved with marketing, product development, customer service, or leadership, you can benefit from design thinking.

### Target Audience:

For Anyone who wishes to improve their skills to solve problems by using design thinking.

### Course Objectives:

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

- Explain how to use design thinking to solve problems more creatively
- Apply different brainstorming techniques to identify innovative ideas

### Course Outline:

#### Module One: Introduction to Design Thinking

- Introduction to Design Thinking
- Empathize
- Define

#### Module Two: Ideation

- Ideation Part 1 — Ideas and Potential Solutions
- Ideation Part 2 — Journey Mapping
- Prototyping and Testing

### Assessment Strategy:

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

### Course completion will grant participants:

0.6 CEUs

### Course Language:

- Training Material: English
- Facilitation: Bilingual

### Prerequisites:

None