

## SeminarsWorld® Course Agenda

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### Integrating Design Thinking on Your Projects

**Instructor(s):** Bruce Gay, PMP

**Pre-work:** None

**Length:** 1 day

**CEUs:** 0.7 / See below for PDU breakdown

**Level:** Core

**Primary Topic:** Agile

**Subtopics:** Benefits Realization, Requirements Management, Business Skill Enhancement

#### Course Description:

In today's increasingly volatile and complex business environment, project teams need new tools and models to operate in a more flexible, discovery-driven capacity. Design thinking has gained prominence amongst innovative organizations as a powerful technique for delivering innovative solutions that delight their customers. Design thinking enables project teams to solve business problems by following an iterative process and focusing on their user's standpoint.

This seminar explores the intersection between the worlds of design thinking and project management and will provide participants with a high-level overview of design thinking methods and tools. Two case studies are used to show concretely how to integrate design methods into projects with lessons learned and unique outcomes. Seminar participants should bring their "creative" sides as the seminar offers experiential learning through rapid-fire sketching, as well as several individual and group hands-on exercises to learn various design methods for user research, idea generation, visualization and prototyping.

At the conclusion of the seminar, participants should be able to describe the benefits of incorporating design methodologies on projects for increased customer alignment and business impact, and be able to illustrate multiple design-thinking tools that could benefit current or future projects.

#### Learning Objectives:

*Upon completion of this course, participants will be able to:*

- Communicate the benefits of incorporating design methodologies on projects for increased customer alignment and business impact.
- Identify and apply design thinking techniques for improving benefits realization and project success.
- Promote the use of visualization as a means to more precise communication across the project team and with stakeholders
- Apply innovative and adaptive techniques for user research and requirements elicitation.

#### AGENDA

This seminar is designed to help you answer questions like these:

##### DAY 1

- How is the enterprise environment changing, what are the implications for projects and for talented people who want to advance their careers?

##### DAY 2

- How do I recognize a VUCA environment?

**Professional Development Units (PDUS)** are one-hour blocks of time spent learning, teaching others, or volunteering. By attending this SeminarsWorld course, you will be able to achieve the following PDUs as learning hours to apply for PMI certification or to maintain your certification status with PMI. [View](#) how your PDUs align with the PMI Talent Triangle®.

	Technical	Leadership	Strategic	Total
<b>CAPM / PMP / PgMP</b>	2	2	3	7.00
<b>PMI-ACP</b>	2	2	3	7.00
<b>PMI-SP</b>	0.25	2	3	5.25
<b>PMI-RMP</b>	1	2	3	6.00
<b>PfMP</b>	1	2	3	6.00
<b>PMI-PBA</b>	1	2	3	6.00

