



Agenda

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Integrating Design Thinking on Your Projects

Instructor(s): Bruce Gay, PMP

Prework: None

Length: 1 day

CEUs: 0.7/see below for PDU breakdown

Level: Core

Training Topic: Business Skill Enhancement

Subtopics: Program Management, Power Skills

Training 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 among innovative organizations as a powerful technique for delivering innovative solutions that delight customers. Design thinking enables project teams to solve business problems by following an iterative process and focusing on their users' standpoints.

This training explores the intersection between the worlds of design thinking and project management and will provide learners with a high-level overview of design thinking methods and tools. Two case studies are used to concretely show how to integrate design methods into projects with lessons learned and unique outcomes. Learners should bring their "creative" sides as this training 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 training, learners 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 can benefit current or future projects.

Learning Objectives:

Upon completion of this training, learners 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 training is designed to help you answer these questions:

DAY 1


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

DAY 2

- How do I recognize a VUCA environment?

Professional development units (PDUs) are 1-hour blocks of time spent learning, teaching others, or volunteering. By attending this training, 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 |
|-----------------------------|-----------|------------|-----------|-------|
| CAPM® / PMP® / PgMP® | 2 | 2 | 3 | 7.00 |
| PMI-ACP® / Agile* | 2 | 2 | 3 | 7.00 |
| PMI-SP® | 0.25 | 2 | 3 | 5.25 |
| PMI-RMP® | 1 | 2 | 3 | 6.00 |
| PfMP® | 1 | 2 | 3 | 6.00 |
| PMI-PBA® | 1 | 2 | 3 | 6.00 |



**Please note that the asterisked row above applies to the PMI® Agile Certification Journey and includes DASM™, DASSM™, DAC™, and DAVSC™ certifications.*