

INTEGRATED DESIGN THINKING AND STRATEGIC PLANNING

“Empowering Innovation and Strategic Execution”

Schedule

Date	Venue	Fees (Face-to-Face)
25 - 27 Aug 2026	Manama - Bahrain	USD 2495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

Introduction

This 3-day intensive training program combines design thinking and strategic planning to help leaders drive innovation and achieve business objectives. Participants will explore methods for integrating human-centered design with long-term strategic planning, enabling them to create solutions that align with organizational goals. The course includes practical sessions where participants apply design thinking tools to develop strategies, solve complex problems, and create value-driven plans. The training prepares leaders to foster creativity, align teams, and enhance business outcomes through a strategic approach.

By the end of this course, participants will possess the knowledge and skills to integrate design thinking into their organization’s strategic processes, driving innovation and organizational growth. Real-world examples and case studies will be used to ensure practical application of the concepts.

Objectives

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

- Understand the principles of design thinking and its application in strategic planning.
- Integrate creative problem-solving methods into long-term business strategies.
- Develop user-centric solutions while aligning them with organizational goals.
- Create actionable strategic plans that foster innovation and organizational growth.

Why Attend

- Learn how to apply design thinking to solve complex business challenges.
- Enhance your ability to innovate while staying aligned with business objectives.
- Understand the role of strategic planning in fostering a culture of creativity.
- Gain tools for making better decisions and executing strategies effectively.
- Develop a holistic approach to planning and execution that integrates both creativity and strategy.

Target Audience

This program is designed for:

- Business leaders and senior managers responsible for driving innovation.
- Strategy professionals seeking to integrate design thinking into their strategic processes.
- Project managers and team leaders looking for innovative ways to approach problem-solving.
- Entrepreneurs and executives interested in using design thinking to develop sustainable business strategies.

Individual Benefits

Key competencies that will be developed include:

- Enhanced problem-solving abilities through creative and strategic approaches.
- A deeper understanding of how design thinking and strategy work together to achieve business success.
- Ability to develop and implement innovative solutions that meet user needs and organizational goals.
- Improved leadership and strategic planning capabilities that encourage collaboration and execution.

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- The ability to drive innovation while ensuring strategic alignment with organizational objectives.
- A deeper understanding of how to design user-centric solutions that create value.
- Enhanced collaboration within teams through the integration of creative problem-solving methods.
- More efficient execution of strategic plans, leading to improved business outcomes and growth.

Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - An introduction to the principles of design thinking and strategic planning.
- Case Studies - Real-life examples of successful integration of design thinking in strategic planning.
- Workshops - Hands-on activities to apply design thinking tools to create actionable business strategies.
- Peer Exchange - Group discussions and collaboration to share experiences and insights.
- Tools - Practical templates and frameworks for integrating design thinking into strategic planning processes.

MAWA EVENTS

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Course Outline

Detailed 3-Day Course Outline Training Hours: 9:00 AM – 4:30 PM Daily Format: 3-4 Learning Modules | Coffee breaks: 10:30 & 12:30 | Lunch Buffet: 01:30 – 02:30

Day 1: Introduction to Design Thinking and Strategic Planning

- Module 1: Foundations of Design Thinking (09:00 – 10:30)
- Understanding the design thinking process and principles.
- The role of empathy and user-centered design in strategic planning.
- The value of creative problem solving for business innovation.
- Module 2: Strategic Planning Overview (10:45 – 12:30)
- Key concepts and frameworks for strategic planning.
- Aligning business goals with customer needs through design thinking.
- How to integrate design thinking into the strategic planning process.
- Module 3: Ideation and Concept Development (01:30 – 03:00)
- Techniques for brainstorming and generating innovative solutions.
- Turning ideas into viable strategic plans.
- Evaluating ideas based on feasibility and alignment with business objectives.
- Module 4: Prototyping and Testing Ideas (03:15 – 04:30)
- Methods for prototyping innovative solutions.
- Testing concepts in real-world scenarios.
- Gathering feedback and refining ideas for strategic implementation.

Day 2: Strategic Implementation and Execution

- Module 5: Mapping the Customer Journey (09:00 – 10:30)
- Understanding customer needs and behaviors through journey mapping.
- Incorporating customer insights into strategy.
- Tools for identifying pain points and opportunities in the customer experience.
- Module 6: Aligning Organizational Goals with Strategic Plans (10:45 – 12:30)
- How to ensure alignment between design thinking and organizational objectives.
- Setting measurable goals that reflect both customer needs and business outcomes.
- Building strategic alignment through communication and collaboration.
- Module 7: Resource Allocation and Strategy Execution (01:30 – 03:00)
- Best practices for resource allocation during strategy execution.
- Overcoming common barriers to successful implementation.
- Measuring progress and adjusting the strategy when necessary.
- Module 8: Leading Teams through Strategic Change (03:15 – 04:30)
- Leading teams effectively during the implementation of strategic initiatives.
- Managing change and fostering a culture of innovation within teams.
- Case examples of leaders successfully executing design thinking-driven strategies.

Day 3: Measuring Success and Scaling Innovation

- Module 9: Performance Metrics and KPIs (09:00 – 10:30)
- Identifying the right KPIs for measuring the success of strategies.
- Tools for evaluating the impact of strategic initiatives.
- Adjusting strategies based on performance data.
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Module 10: Scaling Design Thinking Across the Organization (10:45 – 12:30)

- How to scale design thinking and innovation processes organization-wide.
- Building a culture of continuous innovation and improvement.
- Ensuring sustainability and long-term success of strategic initiatives.
- **Module 11: Developing a Future-Focused Strategic Plan (01:30 – 03:00)**
- Integrating lessons learned from design thinking and strategic planning.
- Developing a forward-looking strategy for continued innovation and growth.
- **Workshop: Creating a strategic plan for a real-world business scenario.**
- **Module 12: Final Project and Strategy Presentation (03:15 – 04:30)**
- Presenting strategic plans developed during the course.
- Peer feedback and final discussions on key takeaways.
- Closing Q&A session and course wrap-up.

Certification

Participants will receive a Certificate of Completion in Integrated Design Thinking and Strategic Planning, demonstrating their ability to integrate design thinking with strategic planning to drive innovation and business success.

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Interested in running this course for your team?

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