

CREATIVE PROBLEM-SOLVING WITH DESIGN THINKING

“Unlocking Innovation and Empathy-Driven Solutions for Complex Challenges”

Schedule

Date	Venue	Fees (Face-to-Face)
19 - 21 May 2026	Manama, Bahrain	USD 2495 per delegate

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

Introduction

In a world of constant change and growing complexity, organizations need innovative approaches to problem-solving. Traditional linear thinking often fails to generate fresh ideas or address users' real needs. Design Thinking provides a human-centered, iterative, and creative framework to tackle complex problems with clarity, collaboration, and imagination.

This 3-day hands-on course empowers professionals with the mindset, tools, and processes of Design Thinking to develop breakthrough solutions. Participants will work on real-world challenges using techniques such as empathy mapping, ideation, prototyping, and testing, while learning how to embed creative problem-solving into their everyday work.

Objectives

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

- Understand and apply the five phases of the Design Thinking process
- Use empathy tools to uncover customer/user insights
- Define core problems from a human-centered perspective
- Generate and prioritize creative ideas through structured ideation
- Build low-fidelity prototypes and test solutions for feedback and refinement

Why Attend

- Break away from conventional problem-solving and encourage creative thinking
- Develop solutions that are truly user-centered and value-driven
- Use proven Design Thinking tools to navigate ambiguity and complexity
- Enhance cross-functional collaboration and innovation capability
- Transform organizational challenges into innovation opportunities

Target Audience

This program is designed for:

- Innovation and product development professionals
- Project leaders and team managers
- Marketing, customer experience, and service designers
- HR and organizational development specialists
- Anyone involved in solving customer, process, or business challenges

Individual Benefits

Key competencies that will be developed include:

- Design Thinking mindset and user-centric orientation
- Creative problem framing and redefinition
- Structured ideation and brainstorming techniques
- Rapid prototyping and experimentation skills
- Collaborative teamwork and co-creation methods

Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Increased innovation across products, services, and processes
- Stronger user engagement and satisfaction
- Faster and more effective problem resolution cycles
- Cross-functional innovation culture and collaboration
- Improved ability to turn insights into actionable ideas

Instructional Methodology

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

- Interactive Briefings – Design Thinking concepts and frameworks
- Empathy Fieldwork – Persona building, interviews, and mapping exercises
- Ideation Labs – Creative sessions using lateral thinking techniques
- Prototyping Studio – Hands-on design and feedback rounds
- Toolkits – Templates, canvases, and journey maps for real-world use

Course Outline

Training Hours: 7:30 AM - 3:30 PM Daily Format: 3-4 Learning Modules | Coffee Breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 - 02:00

Day 1: Empathy and Problem Framing

- Module 1: Introduction to Design Thinking (07:30 - 09:30) • The five-phase model and innovation mindset • Design Thinking vs traditional problem-solving
- Module 2: Empathy and User Understanding (09:45 - 11:15) • User interviews, observations, and empathy maps • Identifying pain points and unmet needs
- Module 3: Defining the Real Problem (11:30 - 01:00) • Point-of-view statements and problem reframing • Aligning challenges to user insights
- Module 4: Workshop - Build Empathy Maps and Define the Problem (02:00 - 03:30) • Team-based user scenario analysis

Day 2: Ideation and Prototyping

- Module 5: Brainstorming Techniques for Idea Generation (07:30 - 09:30) • SCAMPER, reverse thinking, and mind mapping • Idea sorting and selection tools
- Module 6: Prioritization and Solution Concepting (09:45 - 11:15) • Value vs feasibility matrices • Creating concept posters and user stories
- Module 7: Prototyping for Feedback (11:30 - 01:00) • Types of prototypes: paper, mockups, role-plays • Iteration and feedback loops
- Module 8: Workshop - Create and Present Initial Prototypes (02:00 - 03:30) • Group presentation and critique session

Day 3: Testing and Implementation Planning

- Module 9: Testing Prototypes with Users (07:30 - 09:30) • User testing setup, feedback capture, and analysis • Iterating based on insights
- Module 10: Scaling and Embedding Design Thinking (09:45 - 11:15) • Integrating into agile, lean, and project workflows • Building internal capability and momentum
- Module 11: Communicating Innovation Outcomes (11:30 - 01:00) • Storytelling and visual presentation of ideas • Design Thinking business cases
- Module 12: Final Capstone - Solve a Real-World Challenge (02:00 - 03:30) • End-to-end Design Thinking sprint and reflection

Certification

Participants will receive a Certificate of Completion in Creative Problem-Solving with Design Thinking, affirming their ability to use structured, user-centered innovation techniques to solve complex challenges and develop creative solutions.

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Interested in running this course for your team?

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