

DEVELOP AND IMPROVE PROCESSES WITH DESIGN THINKING EFFECTIVELY

Learn Design Thinking methods that are useful for process development and process improvement

Objectives

“Design Thinking” is currently on everyone's lips as a creative method and solution to find innovative answers for a wide range of problems. But what is it, how does it work and how can the method be used in process management?

Design Thinking implements agile principles, which today are often seen as groundbreaking solutions to uncover new ways to market dynamics and uncertainties. It is about finding out and understanding customer requirements and needs and aligning the processes with them.

Our two-day seminar will introduce you to the Design Thinking process and give you hands-on experience with the methods and core concepts it involves. Using the development of To-Be processes as an example, the implementation of Design Thinking can be practiced. The seminar also provides exercises where participants learn to integrate the creative potential in their own company. In doing so, the understanding of the Design Thinking mindset is facilitated.

Target group

- Managers and employees Corporate Development
- Managers and employees Process Management
- Process manager and sub-process manager
- Managers with process responsibility
- Internal and external Process Management Consultants

Content

- Success factors and the procedure in Design Thinking
- Fields of application in process management
- Planning a Design Thinking Workshop
- Understanding external and internal customers via the persona concept
- Developing and improving To-Be processes with Design Thinking (Case study)

Certificate program

Certification as Process Manager Digital Transformation with TÜV Rheinland Certified Qualification

If the seminars **Implement strategy via processes**, **Develop and improve processes with Design Thinking effectively**, **Transform organizations**, **Digitize and automate processes** as well as Operational Process Management as **e-learning** are booked at the same time, a package price of € 7,590 net applies.

The certificate examination for Process Manager Digital Transformation with TÜV Rheinland Certified Qualification takes place after completing the seminar program. The examination fee is € 749 net and is included in the package price of € 7,590 net.



Facts

Duration	2 days
Participants	5 to 12
Price	€ 1,250

Please visit our website for current dates:

www.bpmo-akademie.de

Please note that open seminar dates are only available in German.

All mentioned prices are net prices.



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Qualifikation
Gültigkeit:
3 Jahre



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