



DESIGN THINKING

Design your product, design your future

IMAGINATION IS MORE IMPORTANT THAN KNOWLEDGE

จิตนาการสำคัญกว่าความรู้

ALBERT EINSTEIN

DESIGN THINKING & IMAGINATION

Have you ever wondered why the world's most innovative companies like Apple and Nike are so successful? Where are all their ideas come from? How do they think? The answers lies in you, your imagination. Did you know that Albert Einstein, one of the smartest person in the world, thought that imagination was more important than knowledge? If knowledge is a map then imagination is the light that can guide you to unknown territories full of new ideas, possibilities and opportunities.

BENEFIT

- This course will teach you strategic thinking in the visionary level. You will learn how to attack problems and create solutions in many different perspectives through a technique called Design Thinking, a powerful tool to unlock your most valuable asset, YOUR MIND. THINKvestment will be the most powerful investment you can spend on yourself and your business, all for your success.

- Be different. Beat your competitors. Get ready for Digital Economy.

- The path to success lies in you.

COURSE OUTLINE

1. Lecture

1.1 What is Design Thinking?

1.1.1 The true meaning of Design Thinking

1.2 Application of Design Thinking for your business

1.2.1 How to use it

1.2.2 When to use it

1.2.3 How to design Design Thinking to match your business

COURSE OUTLINE

1.3 How can Design Thinking contribute to your success?

1.3.1 Design your Competitive Edge

1.3.2 Value creation for your business/product

1.4 Dissecting real Case Studies

2. Design Thinking Workshop

2.1 Think & Design: Stir your imagination

2.1.1. Know yourself, your capabilities, your competencies

2.1.2. How to use your competencies to search for new ideas and opportunities Competitive Edge

2.2 Market & Profit

2.2.1 How to attract target market and market your products

2.2.2 Analyze current World Trends and Lifestyle to give your business/product a competitive advantage

2.3 Launch & Survive

2.3.1 Survival strategies and techniques for your business sustainability

2.4 Profit for Life

2.4.1 How to sustain your profit

REGISTRATION

- Exclusive Private Class

For management levels who needs privacy and flexibility for class hours.

- Price: 45,000/person (excluding tax).

For early birds, applying 15 days before course begins, you will get 5,000 baht discount per person (excluding tax).

- Course duration: 2 days

- 5-15 persons group

- Price: 15,000/person (excluding tax)

For early birds, applying 15 days before course begins, you will get 2,500 baht discount per person (excluding tax).

- Course duration: 2 Days

- 20-50 persons group

- Price: 10,000/person (excluding tax)

For early birds, applying 15 days before course begins, you will get 500 baht discount per person (excluding tax).

- Course duration: 2 Days

- Customization – please contact all@innovativedesign.co.th for more information

REGISTRATION

เรียนรู้เพื่อเปลี่ยนสู่สิ่งที่ดีขึ้น