CROSSKNOWLEDGE
A Wiley Brand

Find New Solutions Through **Design Thinking**

Timeo–Performance
Get results

CROSSKNOWLEDGE
A Wiley Brand
AUTHORIZED PARTNER

QUICK **VIEW**

100% distance-learning

4 hours

Anyone

Design thinking is a discipline inspired by the design world to help organizations innovate.

It is used to assess complex issues, identify their underlying causes, brainstorm fixes and implement the best possible solutions.

FOLLOW THE **PATH**

Understanding design thinking principles **1**

2 Adopting the right mindset

Identifying the root cause of a problem **3**

4 Reframing the problem from different perspectives

Designing a solution **5**

6 Building a prototype

Testing the prototype **7**

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TRUST OUR **EXPERTS**

NABIL HARFOUSH

Associate Professor at OCAD University, Canada's largest design school. Associate at Harvard SEAS.

MICHAEL R. SOLOMON

Professor of Marketing at Saint Joseph's University, academic authority on consumer behavior. Author of best-selling *Consumer Behavior: Buying, Having, and Being*. Frequent contributor to *The New York Times*, *USA Today* and *The Wall Street Journal* and regularly appears on television shows including *The Today Show*, *Good Morning America* and *CNN*.

FRANCIS CHOLLE

Best-selling author (*The Intuitive Compass*) and TED speaker. Professor at HEC Paris. Faculty at School of Visual Arts in New York City, Wharton School (U. Penn), Columbia, NYU Stern, the Fashion Institute of Technology, the ESCP-EAP executive MBA program in Europe.

ERICA DHAWAN

Co-author of best-selling *Get Big Things Done: The Power of Connectional Intelligence*. Ranked Thinkers 50.

FOR PROVEN **BENEFITS**

Enhanced creativity

+

Complex problem-solving skills

+

More effective solutions

+

Ability to address the needs of all stakeholders