

## THE METHOD DESIGN THINKING



### OBJECTIVES

- Understanding and application of the main principles of «Design Thinking».
- Knowledge about the factors that promote innovation and satisfaction of target audiences (relationships, human sciences, business vision) and the technologies that enable it.
- Development of the capacity for innovation and that of the team.
- Understanding of the 5 steps of Design Thinking.
- Application of the methods and tools of Design Thinking through practical cases

### TARGET PUBLIC

- All employees



### PROCESS

