

DESIGN IN BUSINESS

Helping you and your teams develop a design mindset for business

- + LEARN ABOUT DESIGN TOOLS THAT WILL HELP YOU BE MORE HUMAN-CENTRED IN YOUR APPROACH TO PROBLEM SOLVING
- + LEVERAGE THESE TOOLS TO SUPPORT STRATEGIC PLANNING, BUSINESS ANALYSIS, ARCHITECTURE AND AGILE DELIVERY

DESIGN IN BUSINESS

Design in Business introduces individuals and teams to design tools that will help them be more human-centred in their approach to problem solving. Attendees learn the same design tools used in launching new and innovative products and services to market, as well as how to leverage these tools to support strategic planning, business analysis, architecture and agile delivery.

One of the key value propositions with the Design in Business course is the integration with strategy and business planning approaches to determine viability, desirability and feasibility.

Attendees will learn how to leverage agile techniques to help focus investment and deliver ideas to market more efficiently.

For pricing and further information contact us at:
training@enterprisearchitects.com

LEARNING OUTCOMES

Attendees will gain the following skills within this course:

- + How to look at challenges through a design mindset;
- + How to plan and conduct human-centred research;
- + How to synthesise research findings and set useful criteria for designing solutions;
- + How to ideate and conceptualise potential solutions that address the human-centric need;
- + How to prototype a potential solution to learn and refine the design to meet the need;
- + How to iterate and launch ideas that succeed more often;
- + How to manage risk through action;
- + How to make smaller and more successful decisions more often;
- + How to detect hidden growth opportunities in your business; and
- + How to break the analysis-paralysis mindset and identify important areas to focus

COURSE DETAILS

- + This course is delivered over 5 days in an interactive classroom environment
- + Available for public registration – view our public schedule at www.enterprisearchitects.com/learning/course-schedule/
- + Also available in-house for organisations

WHO SHOULD ATTEND?

- + Subject matter experts
- + Business Analysts
- + Project Managers
- + Strategic Planners
- + Business Planners
- + Business Architects
- + Enterprise Architects
- + Domain Architects

PREREQUISITES

There are no formal prerequisites for this course.

WHY TRAIN WITH EA?

Enterprise Architects is a recognised leader in strategy and architecture training. Our team supports clients globally and has delivered architecture training for organisations across five continents.

The Design in Business course has been authored by internationally respected experts, recognised for their contribution to world's best practice.

Our instructional design draws from leading contemporary methods and ensures a superior learning experience to alternative course offerings, which are often lecture-based and non-iterative.



EA LEARNING

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“Our team found the experience invaluable. The course helped us challenge some of our established ways of thinking to ensure we have the tools and techniques available to appropriately articulate problems, then to analyse them and design and iterate possible solutions in a human-centred, business-focused way”

MAJOR BANK; PRODUCT DESIGN,
CHANGE AND DELIVERY