

Virtual

Professional Certificate in **Design Thinking**

Empathize. Ideate. Innovate.

15 November: 10:00 AM – 1:00 PM (WAT)

21 November: 12:00 PM – 3:00 PM (WAT)

22 November: 10:00 AM – 1:00 PM (WAT)



Professional Certificate in Design Thinking Overview

In a world of rapid change, innovation is no longer optional—it's a strategic necessity. Innovation & Design Thinking: Front-End Innovation for Impact equips participants with practical tools to drive business growth through customer-centric problem solving. Leveraging the proprietary FOOS methodology, this program immerses participants in the art of defining, ideating, and developing actionable innovation solutions.

Delivered as three dynamic, 3-hour virtual sessions, this program blends real-life case studies, structured ideation frameworks, and collaborative exercises to help participants reframe challenges, uncover fresh insights, and design compelling business cases.

By the end of this journey, participants will confidently apply front-end innovation techniques—from problem identification to idea validation—ensuring their solutions are impactful, feasible, and aligned with organizational goals.

This experiential program is ideal for organizations looking to embed innovation as a culture, enhance agility, and maintain a competitive edge in a complex market landscape.



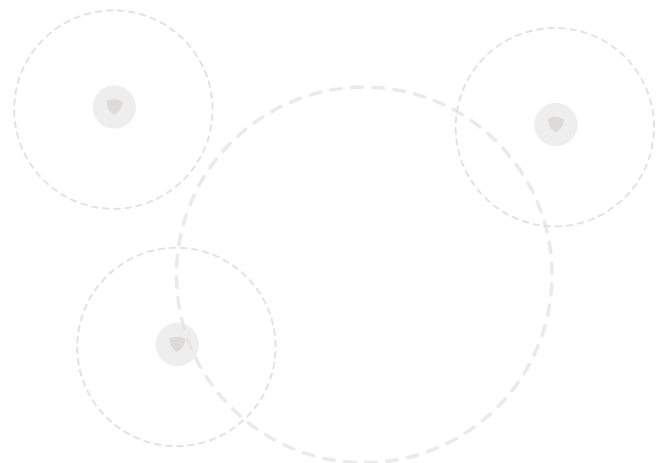
Learning Outcomes

By engaging in this program, participants will:

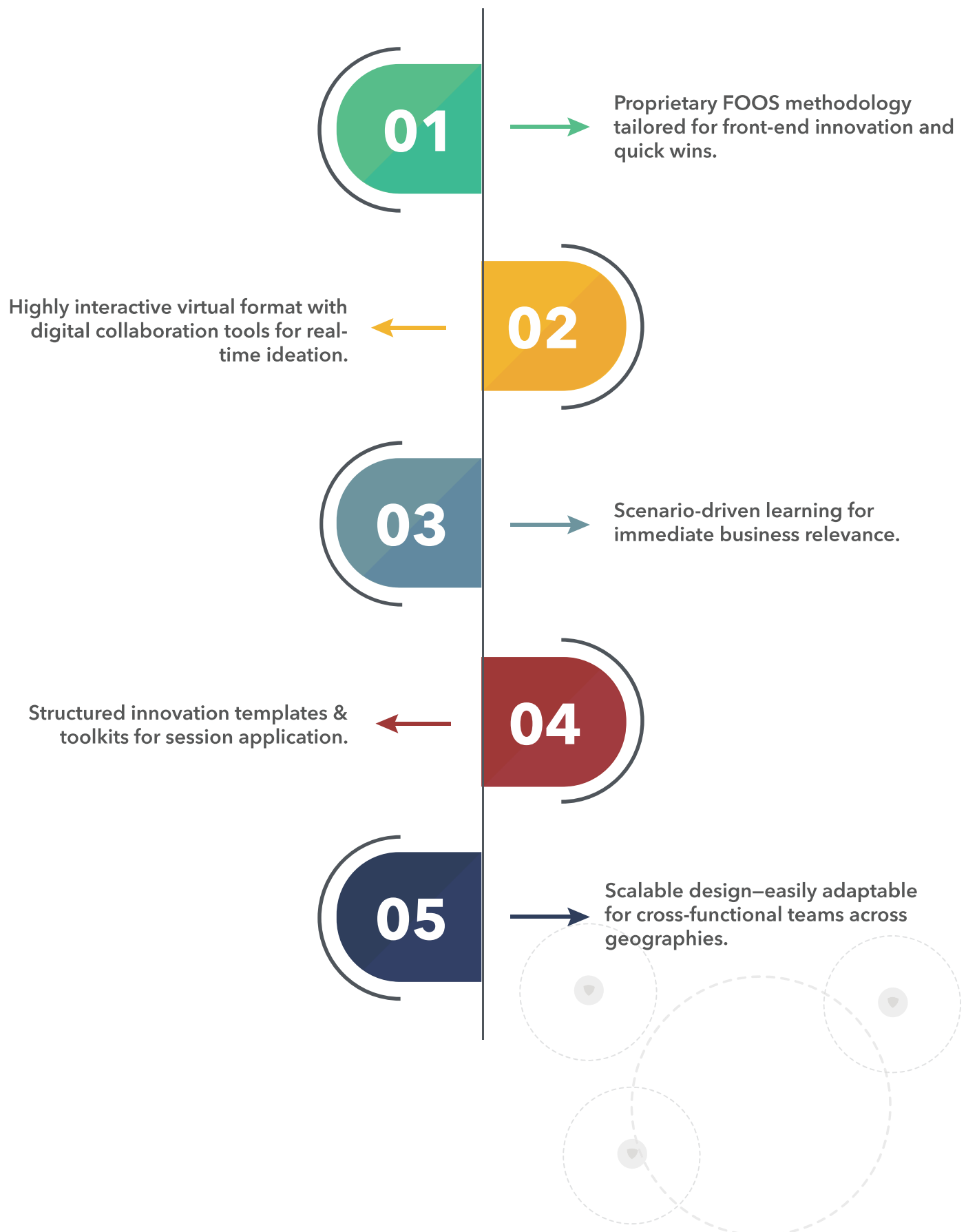


Target Audience

This program is designed for professionals across functions who engage in problem-solving, client-facing innovation, or product/service development. Ideal for mid-level managers, innovation champions, project leads, and senior executives, it supports both individual contributors and team leaders in driving customer-centric innovation initiatives within their organizations.



Unique Features & Differentiators



Pedagogy

The program follows a highly experiential and collaborative learning approach, combining design thinking tools with FOOS methodology for structured front-end innovation.

Micro-Learning Inputs

Short, impactful facilitator-led segments introduce key frameworks, such as empathy mapping, trend analysis, and ideation techniques.

Collaborative Virtual Activities

Breakout rooms simulate innovation labs, where participants co-create solutions, analyze case studies, and experiment with idea generation tools like biomimicry and structured brainstorming.

Guided Practice

Each session includes step-by-step application of design thinking stages, moving from defining challenges to developing actionable concepts.

Interactive templates and digital whiteboards (e.g., Miro, MURAL) are used to document innovation journeys in real time, ensuring active engagement and visual thinking even in a virtual setup. The program's design ensures progressive skill-building—participants first learn to frame problems (Session 1), then explore ideas and inspiration (Session 2), and finally develop business-ready concepts (Session 3).

Scenario-Based Learning

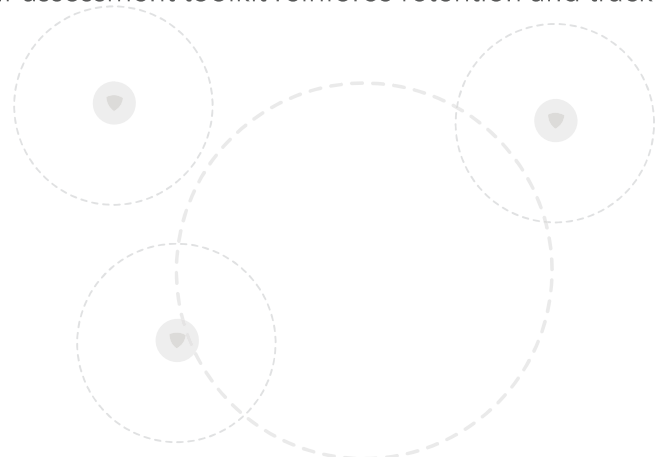
Real-world business challenges are used as anchor cases, ensuring immediate relevance to participants' work contexts.

Reflective Debriefs

Structured reflections and facilitated discussions help participants internalize learning and link insights back to organizational goals.

Assessment Tools & Techniques

Participant progress is gauged through live breakout activities, group concept pitches, and reflective polls after each module. A final mini-business case presentation validates their ability to apply FOOS methodology. Post-program, a digital workbook and self-assessment toolkit reinforce retention and track real-world application.



Program Roll-Out Overview

This 9-hour virtual program unfolds across three 3-hour sessions over one week, ensuring optimal learning absorption. Participants engage in prework to bring real workplace challenges, which become the focal point of exercises. Each session builds on the previous one, culminating in concept pitches and a mini-business case.

Module Breakdown (Detailed Lesson Plan)

Sl.No.	Module Title	Methodologies & Activities	Duration	Learning Outcome
1	Session 1 - Framing the Challenge	Interactive lecture on FOOS & Design Thinking fundamentals; Breakout activity: Define Innovation Charter; Case analysis: Identifying problem spaces; Guided reflection on biases & mental models.	3 Hours	<ul style="list-style-type: none">Understand FOOS methodology; Frame precise innovation charters; Identify and analyze root problems; Recognize and mitigate cognitive biases
2	Session 2 - Inspiration & Ideation	Trend analysis activity: spotting global innovation signals; Empathy mapping & biomimicry exercise; Collaborative ideation using SCAMPER & clustering.	3 Hours	<ul style="list-style-type: none">Identify insights from user & trend research; Apply empathy mapping & biomimicry to unlock ideas; Generate and organize high-potential ideas
3	Session 3 - From Concepts to Business Case	Concept clustering & prioritization; Rapid prototyping (virtual template); Group presentations: Mini-business case pitch; Debrief & action planning.	3 Hours	<ul style="list-style-type: none">Prioritize and refine innovative concepts; Validate solutions via quick prototypes; Develop & pitch a concise business case

Program Fee:

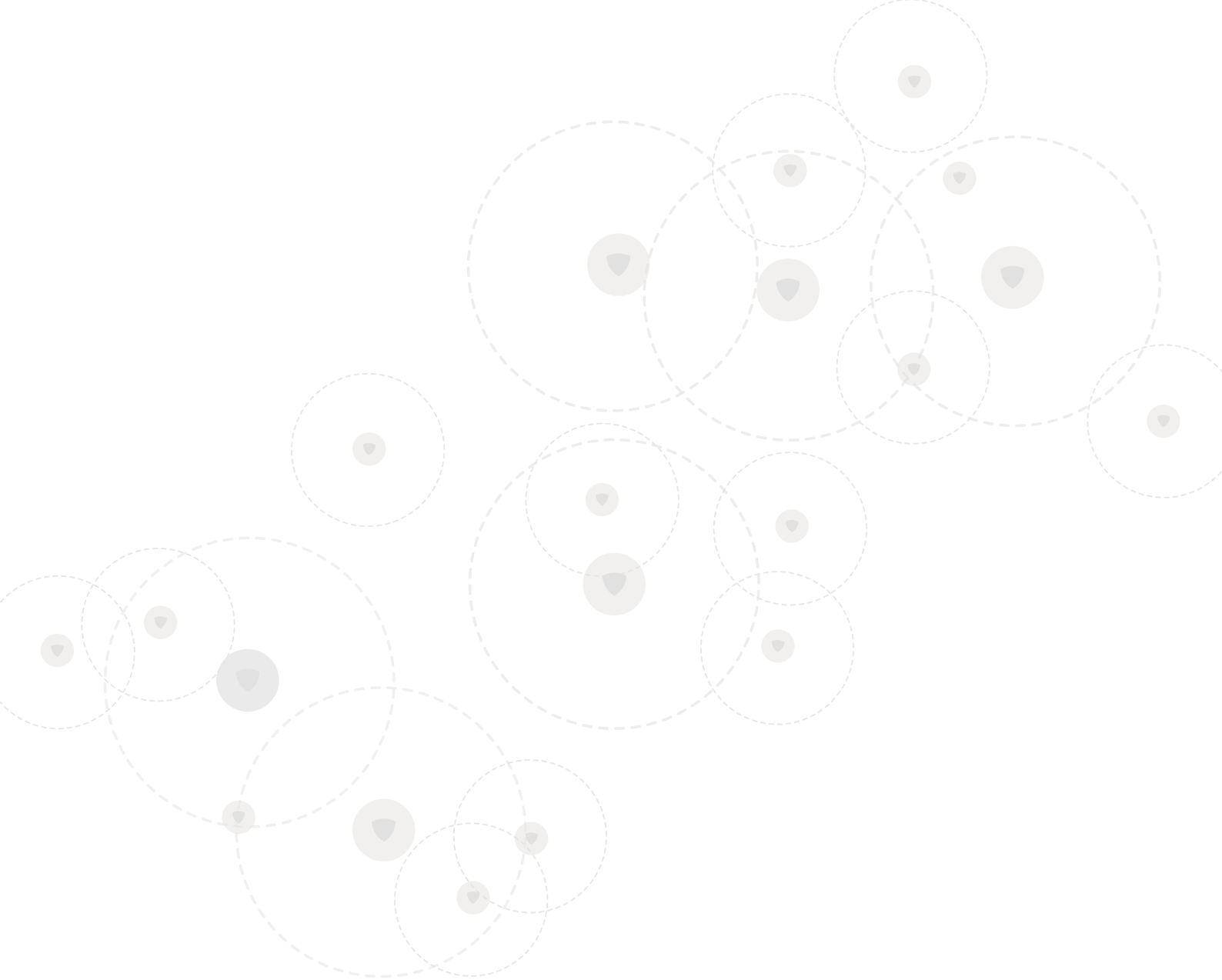
N250,000 / 170USD

Account number:1217832026

Account name: Smart Partners Consulting

Bank: Zenith





Smart Partners Consulting Limited
T: +234 803 335 6651, +234 812 529 0707
E: info@smartpartnersng.com
www.smartpartnersng.com