

Thinking Ahead through Design

Design thinking innovation creating customer centred value

Utilise design thinking in your business to create and generate business growth. Inspire confidence by embracing the mindset, tools and processes achieved on the programme which will enable you to adapt to the evolving demands of customers and a rapidly changing environment.

This programme will give you:

- The tools to help your company grow and internationalise
- One-to-one support from expert design practitioners
- A clear understanding of design thinking and how it applies to your business
- A practical and implementable toolkit on design thinking
- A roadmap to embed design thinking as an effective and efficient way of working

The programme encompasses the following elements:

1 Pre-Programme Diagnostic:

Carried out in advance. This will identify challenges in your business that can be addressed during the programme.

2 Launch:

A half-day launch to gain an understanding of the programme and network with your peers.

3 In-company visits:

3 x one-to-one half day in-company visits from an expert design practitioner.

4 Finale:

1 x full day finale to celebrate success, share learnings and hear from experts in the field.

5 eiLearn:

The programme is fully supported by Enterprise Ireland's online portal eiLearn.

6 Best Practice Site Visits:

There will be best practice site visits to see design thinking innovation in action.

The full cost of this programme is funded through Enterprise Ireland and Atlantic Area Interreg. For more information contact designthinking@enterprise-ireland.com or click [HERE](#) to apply now.