



# One Key Idea: Design Thinking: Solve the Right Problem the Right Way

A Free RBCS Webinar

Is your organization looking for growth opportunities? Do feel the status quo within your firm or your industry is ripe for disruption? Are you concerned your company will be swamped by the backwash of some else's innovation? Your organization needs to innovate. Innovation requires a way of thinking, a reliable process and a toolset to identify the problem or challenge that you are best equipped to solve while solving it in a manner stakeholders will value. Innovation is risky, so is not adequately anticipating ever persistent change. This course discusses several approaches and tools developed to enable teams to apply designerly ways that center design on your users, and enables your users to help you help them. To learn design thinking well is to apply it. This Design Thinking course puts the evolution of a product design in your hands in collaboration with a participant design team. Join us to learn about the Design Thinking approach to solving problems, which will serve you well as an individual contributor, manager or leader.

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