



design for business

The benefits of design thinking and design approaches to business are becoming increasingly documented. Leveraging the designer's toolkit, businesses and industry leaders are adopting an approach to problem-solving that prioritises user needs, collaboration, prototyping and testing to unlock creativity and drive innovation across products, services, and strategies.

The Design Museum offers modular action learning programmes for a range of industries tailored for your business and drawing on the museum's collections and design expertise. The learning experience is fully integrated with one of the world's most inspiring and thought-provoking environments.

Suitable for people with differing levels of seniority within an organisation, our programmes provide a deep understanding of the dynamics, impact and applicability of design thinking and can be adapted accordingly to each group.

Learning outcomes include:

- Understanding the core principles of design thinking and the value of design
- Applying practical approaches to developing human and customer-centric processes
- Adopting agile methodologies for generating solutions, iterating and incorporating feedback

Programmes range from one to three days depending on requirements.

Prices start from £350 per delegate

(based on 20-40 delegates to include breakfast, lunch and refreshments, room hire, facilitator fees and equipment).

Please contact us to find out more and discuss your requirements:

venuehire@designmuseum.org

**the
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MUSEUM**