Design Thinking for Innovative Problem Solving

Jump-start your problem solving skills

Today's markets are demanding that individuals master the ability to solve complex business challenges and promote industry leadership with a systematic approach to creativity and innovation.

- Design thinking and processes help everyone make faster and smarter progress toward their goals.

- Streamlined design processes reduce costs and risks associated with innovative endeavors.

Bridge the gap between blue-sky brainstorming and specific, executable solutions to business problems and growth. You'll learn the best procedure for generating and testing concepts-one that combines brainstorming, visualization, and other right-brained thinking with traditional left-brained analysis. You'll bypass artistic abstraction and use design as a practical, everyday process to spur innovation, organic organizational growth, and effective strategy implementation.

The Certificate in Communication for Business Professionals: Theory Meets Practice is offered at the WFU Charlotte Center for managers and executives who want to bring their businesses to the forefront of innovation and learn more successful problem-solving skills. It's especially helpful for those who lead teams and cross-functional units in problem-solving initiatives and next-level growth ideation. Managers responsible for implementing strategy will be able to grow and hone skillsets through these sessions.

What you'll learn:

- A multi-step process designed to solve one of your real-life challenges
- How to gain design input before products and processes are introduced to market
- Ways to resolve conflict during ideation and growth
- How to road test the growth potential of new ideas
- Stronger innovation and communication skills

We invite you to visit our website for full certificate details and registration.