

NEUROVERSE GLOBAL

# Design Thinking

## Excellence Program

*A 5-Day Intensive Executive Training Program*

Training Course Code: NV-TR-04-001

Prepared for: [Client Organization]

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## Executive Summary

Design Thinking has become a critical capability for organizations seeking human-centered innovation, rapid experimentation, and sustainable competitive advantage. The NeuroVerse Global Design Thinking Excellence Program equips leaders with structured creativity frameworks, advanced prototyping methods, and data-driven insight tools to solve complex challenges. Through immersive workshops and real-world simulations, participants learn to transform customer insights into scalable, high-impact solutions in today's dynamic business environment..

Program Element	Details
<b>Duration</b>	5 Days (40 Hours)
<b>Target Audience</b>	C-Suite Executives, Senior Leaders, Strategy Professionals
<b>Delivery Options</b>	5★ Hotel   Traveling (Global Centers)   Training Institute   Onsite at Your Location   Virtual Live   Hybrid
<b>Certification</b>	yes
<b>Class Size</b>	Optimum number of participants for highest interaction and engagement

We provide flexible and premium delivery formats tailored to your strategic priorities:

- **5★ Hotel Experience:** Executive retreat setting combining strategic learning, executive networking, and high-level team in luxury venues (e.g., Amman, Dead Sea, Aqaba).
- **Traveling (Global Centers):** Delivered at world-class international locations such as London, Istanbul, Dubai, Singapore, Georgia, or select European hubs, offering premium facilities and global networking opportunities.
- **Training Institute:** Hosted at leading accredited institutes equipped with advanced learning technologies and innovation-driven environments.
- **Onsite at Your Location:** Conducted at your corporate headquarters for a fully customized, confidential, and organization-focused experience.
- **Virtual Live:** High-definition, interactive online sessions with digital collaboration tools ideal for distributed leadership teams.
- **Hybrid Model:** A strategic blend of in-person engagement and synchronized virtual participation to maximize flexibility and international reach.

## Curriculum Structure

The **Design Thinking Excellence Program** is structured as a dynamic 5-day immersive journey, guiding participants from human-centered problem discovery to rapid experimentation, innovation

scaling, and enterprise integration. Each day builds progressively from empathy-driven insight to strategic innovation execution within complex organizational environments.

## Day 1: Human-Centered Foundations

**Theme:** Building the Innovation Mindset

Module	Key Activities
<b>Introduction to Design Thinking</b>	Evolution of innovation methodologies; Stanford d.school model; IDEO principles
<b>The Innovation Mindset</b>	Growth mindset; Psychological safety; Creative confidence exercises
<b>Empathy &amp; Deep User Understanding</b>	Stakeholder mapping; Empathy interviews; Observation techniques
<b>Customer Journey Mapping</b>	Persona development workshop; Journey visualization tools; Pain-point analysis

## Day 2: Problem Framing & Insight Generation

**Theme:** Defining the Right Problem

Module	Key Activities
<b>Problem Framing Techniques</b>	“How Might We” methodology; Reframing challenges; Systems thinking lens
<b>Root Cause &amp; Insight Discovery</b>	5 Whys analysis; Behavioral insight mapping; Jobs-to-be-Done framework
<b>Data-Driven Empathy</b>	AI-supported sentiment analysis; Customer feedback analytics
<b>Insight Synthesis Workshop</b>	Affinity clustering; Insight prioritization matrix; Opportunity statements

## Day 3: Ideation & Creative Exploration

**Theme:** Generating Breakthrough Ideas

Module	Key Activities
<b>Divergent Thinking Techniques</b>	Brainwriting; SCAMPER method; Crazy 8s workshop
<b>Convergent Thinking &amp; Selection</b>	Impact-effort matrix; Innovation scoring models
<b>Co-Creation &amp; Collaboration</b>	Cross-functional ideation sprint; Facilitation mastery tools
<b>Concept Development</b>	Value proposition canvas; Storyboarding; Concept pitching session

## Day 4: Prototyping & Experimentation

**Theme:** Rapid Testing & Validation

Module	Key Activities
<b>Rapid Prototyping Methods</b>	Low-fidelity vs high-fidelity prototypes; Digital mockup tools
<b>Service &amp; Experience Prototyping</b>	Blueprinting; Experience simulation labs
<b>Lean Experimentation</b>	Hypothesis testing; MVP design; A/B testing principles
<b>User Testing &amp; Feedback Loops</b>	Live usability testing simulation; Iteration cycles; Learning metrics

## Day 5: Scaling Innovation & Organizational Integration

**Theme:** Embedding Design Thinking into Strategy

Module	Key Activities
<b>Design Thinking at Enterprise Level</b>	Innovation governance models; Portfolio management
<b>Digital Innovation &amp; AI Integration</b>	AI-assisted design tools; Predictive customer modeling
<b>Change &amp; Cultural Transformation</b>	Building innovation culture; Leadership for experimentation
<b>Capstone &amp; Certification</b>	Team innovation challenge; Prototype presentation; Executive feedback panel

## Delivery Options

NeuroVerse Global offers unparalleled flexibility in program delivery, ensuring that world-class strategic education is accessible regardless of location or logistical constraints. Choose the format that best suits your organizational needs:

Format	Description	Best For
<b>Executive Retreat</b> ***** <b>5* Hotel</b>	Multi-day experience at luxury venues in <b>hotels 5*</b> combining learning with strategic planning and team activities. Amman, Dead Sea, Aqaba	Board offsites, strategic planning, executive bonding
<b>Premier Training Institute</b>	Delivered at internationally accredited, state-of-the-art institutes equipped with advanced learning technologies, executive facilities, and innovation labs.	Executive education, certified programs, high-impact professional development
<b>Global Centers With Traveling</b>	Conducted at NeuroVerse world-class facilities in London, Istanbul, Egypt, Dubai, Singapore, Georgia, or Europe. Premium amenities and networking.	International exposure, cross-cultural learning, executive networking
<b>Onsite Premium</b>	NeuroVerse facilitator at your corporate headquarters or preferred location. Full materials, and immersive experience.	Leadership teams, confidential strategy sessions, team building
<b>Virtual Live</b>	Synchronous online sessions with interactive tools, breakout rooms, and digital collaboration platforms. HD streaming.	Distributed teams, cost optimization, time-constrained executives
<b>Hybrid Model</b>	Blend of in-person and virtual elements. Regional hubs with synchronized virtual participation for global teams.	Global organizations, flexible participation, maximum reach



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Make you Training in more than 35 Countries Around the World

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