

# LEARNING DESIGN THINKING

7 CPD UNITS

## COURSE DETAILS

Design Thinking brings a hands-on approach to problem solving that's rooted in human empathy and done in collaborative multidisciplinary teams. It is an iterative process in which you understand the user, challenge assumptions, and redefine problems in an attempt to identify alternative solutions that you will discover through deep dives and understanding. This method describes a human centered design process consisting of five phases - Empathize, Define, Ideate, Prototype and Test. You will shift your thinking, and view things from the lens of people, create personas, prototypes, and ways of communicating with your target audience beyond demographics, focusing more on the heart and mind of people. You will apply the same principles in any size team through design process of products, service, and people experience.

## TARGET GROUP

This course is designed for Team Leaders, Human Resources Managers, Customer Support, Service personnel; Retention Managers, Sales Managers, Operations Managers, Risk Managers, Product Managers, UX Designers, Project Managers, Association, Charity and Community leaders.

Industry: Financial Services, Banking, Retail, Automotive, Hospitality, Technology, Media, Telecommunications and Insurance, Travel, Logistics, Transport, Public Sector, NGOs

## TOPICS TO BE COVERED

Design Thinking  
Design Thinking Approach and Mindset  
Leading Design Thinking  
The five phases of Design Thinking:

- Empathize
- Define
- Ideate
- Prototype
- Test

From Design to Implementation Planning

## INSTRUCTOR ELISABETH KESTERLIAN-CORPORATE TRAINER

Elisabeth is a holder of a bachelor's degree in business administration and joined Reuters/Thomson Reuters Nicosia in 2007. She launched her first Customer Service Six Sigma project in 2013 through Siebel CRM to reduce responsiveness time to customers in Financial Services, FTSE London and MSCI. In 2016, she played a key role in migrating to the new generation Salesforce software solution, Service Cloud, and continued her journey with several projects in Data Quality Management with BlackRock, MSCI and HSBC. In 2017, Elisabeth refocused and empowered frontline teams in different locations to shift from a Service to an Experience mindset and eventually launched the first Experience Pulse project within Content Customer Operations team globally, leading and improving Net Promoter Survey (NPS) scores with key clients such as STOXX, MSCI, FTSE/LSE, JPMorgan, and others. As an advocate for great Customer Experience in Cyprus, Elisabeth continues her journey as a corporate trainer of professional development courses. She recently joined the Cyprus Mail and is also contributing to Cyprus 4.0, the fourth Industrial Revolution, a paradigm created by McKinsey Consultants and the World Economic Forum.



## DATES & VENUE

**NICOSIA  
CYPRUS COLLEGE**

**06/05 FRIDAY**

**9.00-17.00**

**€190 + VAT**

**HRDA SUBSIDY: €119**

**DELIVERY METHOD  
FACE-TO-FACE**

PLEASE NOTE THAT DUE TO THE COVID-19 PANDEMIC, IN-PERSON PROGRAMS MAY SHIFT TO VIRTUAL FORMAT

**LANGUAGE OF  
INSTRUCTION  
ENGLISH**