<p style="text-align:center">American Management Association's
Innovation and Design Thinking Certificate Program</p>

Learning Objectives

- Identify Opportunities to Use Design Thinking to Drive Innovation and Generate Solutions
- Apply Unique Design Thinking 3-Phase, 10-Step process to Drive Innovation and Generate Solutions
- Guide Colleagues Through Process of Achieving Cost-Effective Solutions

Overview of Design Thinking

- Some Key Design Thinking
- Main Phases and Steps of Design Thinking
- 10 Steps of Design Thinking Defined
- About the Innovation Inventory Instrument
- Design Thinking Steps and Application Templates
- The Ecosystem for Design Thinking: Organizational Realities
- Your Action Plan for Applying Design Thinking