



LEADERSHIP AND MANAGEMENT DEVELOPMENT

Design Thinking and Creative Problem Solving

3 day course

Classroom, online or in-house

Course overview

Organisations solve the problem they were handed rather than the one people actually have, and the resulting solution is implemented correctly and used by nobody. This course covers finding the real problem first. Delegates work through observation and interviewing to understand a user's experience rather than their stated preference, problem framing and the reframing that opens options a narrow definition closed off, and structured idea generation that separates producing options from judging them. Prototyping is covered at low fidelity, since the point is to be wrong cheaply. Testing with real users follows. The course closes on carrying an idea into implementation, which is where most creative work dies, and on the organisational conditions it needs.

What you will learn

- Observe and interview to understand experience rather than preference
- Frame and reframe a problem to open options
- Generate options separately from judging them
- Prototype at low fidelity to be wrong cheaply
- Test with real users and interpret what you see
- Carry an idea into implementation
- Recognise the organisational conditions creative work needs

Who should attend

- Product, service and process designers
- Innovation and improvement teams
- Managers facing problems that resist obvious solutions
- Customer experience and digital staff
- Anyone leading a cross functional problem solving effort

Course outline

- 01 Solving the problem you were handed
- 02 Observation and user interviewing
- 03 Understanding experience against stated preference
- 04 Problem framing and reframing
- 05 Structured idea generation
- 06 Low fidelity prototyping
- 07 Testing with real users
- 08 Implementation and organisational conditions

Upcoming dates

Dates	Venue	Format	Fee per delegate
23 to 25 September 2026	Online	Online	R6,500
11 to 13 November 2026	Durban, South Africa	Classroom	R14,950
23 to 25 November 2026	Kampala, Uganda	Classroom	USD 995
10 to 12 February 2027	Accra, Ghana	Classroom	USD 995



Fees and how to register

This 3 day course is **R6,500** per delegate online, **R14,950** in the classroom in South Africa, Botswana, Namibia, Lesotho and Eswatini, and **USD 995** in the classroom elsewhere in Africa. In-house training is quotation on request. Book 2 or more delegates on this course and save 10%.

To register or request an in-house proposal, visit www.afrisciencegroup.com, email info@afriscience.co.za, or WhatsApp us on **+27 63 479 1136**.

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