

# DESIGN THINKING TRAINING OF TRAINERS

**APPLY** APPLICATION DEADLINE: 22 APRIL 2022



<b>COURSE START DATES</b> 7-11 May	<b>DURATION</b> 5 Days	<b>FORMAT</b> Face-to-face	<b>LOCATION</b> Tehran
<b>LANGUAGE</b> English	<b>TUITION FEE</b> Free	<b>APPLICATION DEADLINE</b> 22 April	

## DESCRIPTION OF THE TRAINING

Over the course of five days, you will complete a team project to learn the principles of each stage of the Design Thinking methodology, as well as tips for facilitating each stage. You will also learn the principles of facilitation, as well as tips and techniques for planning, delivering, and evaluating a Design Thinking training or workshop.

After this training, you will have the tools to instruct entrepreneurs and businesses on Design Thinking and will know facilitation principles to transfer this knowledge in the most appropriate manner.

## PARTICIPANT SELECTION CRITERIA

- ☑ Having an excellent command of the English language
- ☑ Being an experienced local trainer and/or coach, senior designer, and/or product manager, preferably with experience working with young entrepreneurs.
- ☑ Having availability in the mid- and long-term to conduct step-down trainings for young entrepreneurs following the TOT.
- ☑ Being able to convene in a designated location (Tehran area) to take part in a week-long training.
- ☑ Having familiarity with entrepreneurship, either supporting entrepreneurs or being entrepreneurs themselves.
- ☑ Demonstrated interest in agile methods of working, user-centered approaches, and facilitation and collaboration techniques will be considered an advantage



Upon satisfactory participation in the training, participants receive a certificate of completion from the International Trade Centre.

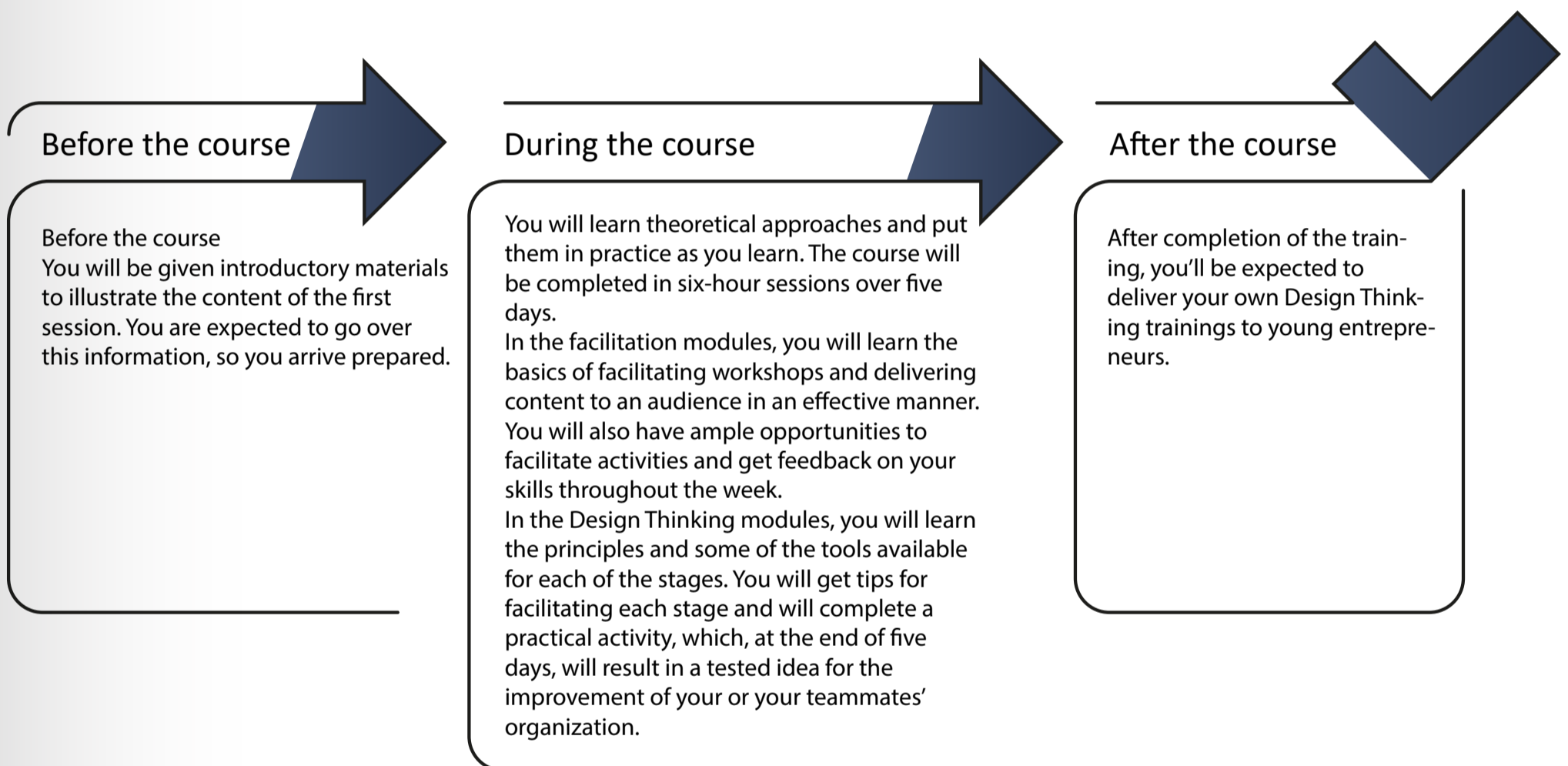
After training 10 young entrepreneurs in the Design Thinking Methodology, the International Trade Centre will deliver a second certification called Design Thinking practitioner.

## Trainers:

**Adriana de Oro** is the Innovation Coordinator at the International Trade Centre. She has experience in Design Thinking facilitation for various innovation teams and has been an intrapreneur within the United Nations for the past seven years. She specialized in innovation for sustainable development and has a passion for building customer-centered solutions in collaborative environments.



**Gisela Méndez Hernández** is an Innovation UX Designer at the Innovation Trade Centre. She has previous experience in the private sector, working as a consultant in the banking, services, and housing industries, designing web platforms and mobile apps with a user-centered approach. She also has experience teaching and facilitating workshops on Business and Venture Design and Innovation.



DAY	Day 1 (Saturday)	Day 2 (Sunday)	Day 3 (Monday)	Day 4 (Tuesday)	Day 5 (Wednesday)
Facilitation topics	Introduction to facilitation Facilitation principles	Communicating effectively Giving and receiving feedback Reading the audience	Understanding participants Choosing the right activities for your workshop	Assumptions theory	Practical exercises
Design Thinking topics	Introduction to Design Thinking Stage 1: Empathizing	Stage 2: Definition	Stage 3: Ideation	Stage 4: Prototyping Stage 5: Testing	Extra: Pitching