



Exam Preparation Course

Certified Design Thinking Professional (CDTP)[®]

Al Tafaouq Al Elmi offers a preparation course for Certified Design Thinking Professional (CDTP)[®]. This certification is recognition from **Global Innovation Institute** of innovation professionals who have demonstrated an advanced understanding of the key topics relating to Human-Centered Design, Design Thinking, the Design Thinking process, and Design Methods.

CDTP[®] certification affirms an individual's proficiency at this most crucial of innovation methods. This includes: the Human-Centered Design (HCD) philosophy, Design Thinking overall, the Design Thinking process, Points of View, Design Principles, Design Methods for Observation, Design Methods for Inquiry, Design Methods for Experimenting, Design Methods for Study, and the critical role of Prototyping.

Benefits of Becoming a Certified Design Thinking Professional (CDTP)[®]

Become a Part of the Exclusive World of Design Thinking: Develop a deep understanding of the philosophy, methodology, and tools of Design Thinking, to become initiated into one of the world's most powerful and impactful approaches to innovation. Furthermore, learn how to explore customer and market needs deeply with a designer's mindset.

Become a Powerful Voice for Customer Empathy: Learn how to dive into and explore your customers' world with a deep sense of empathy for both their spoken and unspoken needs. You will also learn how to leverage these insights to deliver greater value that more effectively solves for their tension points.

Learn How to Get to the Real "Problem Behind the Problem": Learn how to formulate and test hypotheses around problems and opportunities for a clearer understanding of the real problem behind the perceived problem. Furthermore, learn how to use this as a method for consistently de-risking the organization's innovation endeavors.

Become a Driving Force for Delivering Winning Brand Experiences: Develop a concise point of view regarding how to best position new solutions and brand experiences, by understanding how to reframe problems. This will help to ensure that everything the organization does delivers a consistent and valued brand message.

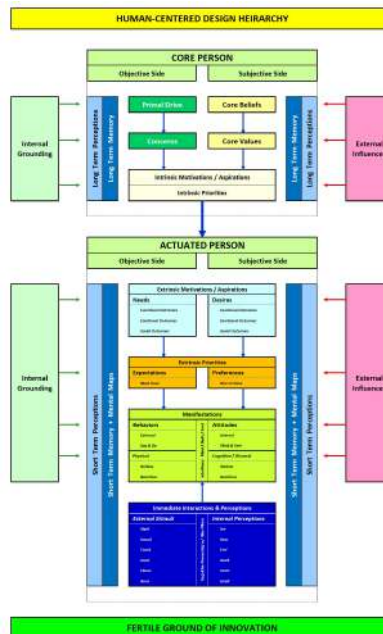
Target

Front-line professionals and mid-level managers, Innovation specialist, innovation team members who work as part of the innovation group or innovation lab. And anyone who simply wishes to demonstrate a deeper understanding of the human-centered design philosophy, the design thinking process, and the affiliated design methods.

Audiences

Training Methodology

This course offer an immersive, practical experience for the participants within a training methodology based on exercises, discussions, case studies and various interactive methods, and includes models and tools for the Global Innovation Institute such as: Human-Centered Design Philosophy / Design Thinking / The Design Thinking Process / Design Methods / Point of View / Design Principles / Empathy / Hypothesis Formation / Business Experimentation / Ideation / Prototyping for Design Thinking.



GII Human - Centered Design Hierarchy (HCDH)

Main Course Topics

- 1 The Design Thinking Professional – who they are and what they do.
- 2 Introduction to Design Thinking
- 3 The Human-Centered Design Philosophy
- 4 The Design Thinking Process
- 5 The Point of View
- 6 The Design Principles
- 7 Prototyping in Design Thinking
- 8 Introduction to Design Methods
- 9 Design Methods for Empathize
- 10 Design Methods for Define
- 11 Design Methods for PoV & Design Principles
- 12 Design Methods for Ideate & Test

Obtaining Certified Design Thinking Professional (CDTP)[®] Certification

Meet the exam eligibility requirements:

To be eligible to register for the CDTP[®] exam, an individual must meet one of the following criteria:

- A Bachelors or Master's degree in Design Methods, regardless of experience.
- A minimum of one year of professional experience with a Master's degree or higher.
- A minimum of two years of professional experience with a Bachelor's degree.
- A minimum of four years of professional experience with less than a Bachelor's degree.
- In addition:

The individual must show proof of ownership of the GInI Applied Innovation Master Book[®] (\$399 - Includes Shipping fees).

Pay the CDTP[®] exam fees (\$500)

Maintaining Certified Design Thinking Professional (CDTP)[®] Certification

To maintain your CDTP[®] Certification, you must earn 30 Innovation Development Units (IDUs) every three years, or retake the CDTP[®] exam.

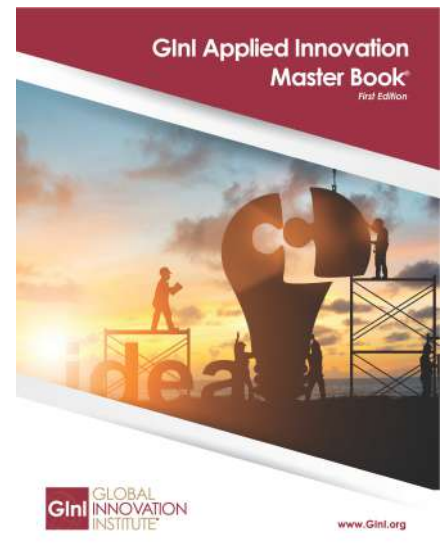
GInI Applied Innovation Master Book[®]

The United States based Global Innovation Institute aims to advance individual careers and transform organizational achievements by advancing the profession of innovation leadership. It does this through globally recognized standards, tools, publications, resources, professional development courses, certifications, applied research, and networking opportunities.

The GInI Applied Innovation Master Book[®] is a comprehensive reference book written for working business professionals seeking to understand the diverse array of concepts associated with business innovation. The book presents these concepts in such a way that business professionals can understand and apply them in the context of the whole of innovation practice, and use them effectively at every level of the organization.

The book is structured in a way that first presents the foundational knowledge of business innovation and then examines the respective work of Innovation Professionals, Innovation Managers, Innovation Strategists, and Chief Innovation Officers. It also presents a detailed understanding of the Design Thinking process and its associated design methods. In this way, the book can be applied at the differing stages of the professional's business career.

GInI Applied Innovation Master Book[®] stands alone as the only book of its nature in the world - a book that presents a comprehensive review of all innovation topics, starting from the most tactical and going to the most strategic.



Established in 2004, Al Tafaouq Al Elmi, is a training and management consulting provider based in Abu Dhabi. We are licensed by The Abu Dhabi Centre for Technical and Vocational Education and Training; and one of the preferred training partners by the Federal Authority for Government Human Resources. We are fully authorized by Global Innovation Institute (GInI[®]) (AInP: 44S5LWFM6NGGCDEAV7P8) to deliver all of GInI's certifications based training, assessments, endorsements and other related innovation offerings.



+971 2 666 7154 +971 56 553 3714 +968 9 274 1992 info@tafaouq.com

Office 221, Al Fahim Group Building, 10th Street Mussafah Industrial (M4) Abu Dhabi, United Arab Emirates.

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