



HASSO PLATTNER
d-school
AFRIKA*

DESIGN THINKING IN PRACTICE

EXECUTIVE EDUCATION PROGRAMME



Practical. Actionable. Impactful.

The Hasso Plattner d-school Afrika at the University of Cape Town equips doers and changemakers with Design Thinking mindsets and tools to turn ideas into real-world impact.

MASTER A HUMAN-CENTRED MINDSET

Learn to see challenges through your audience's eyes and build empathy to create solutions that truly resonate and drive change.

DRIVE END-TO-END INNOVATION

Go from insight to outcomes by navigating the full innovation cycle, from deep user understanding to rapid prototyping, to build a repeatable, adaptable approach to complex problem solving.

CO-CREATE WITH CONFIDENCE

Gain practical methods for building trust, improving group decision-making, and fostering an environment of creative collaboration.

TEST FAST, SUCCEED FASTER

Learn to test your biggest ideas with fast, low-cost experiments, using real-world feedback to de-risk projects and accelerate improvement.

BECOME FUTURE-FLUENT

Develop the capability to shape the future by strengthening your ability to adapt, create, and collaborate.



ABOUT THE DESIGN THINKING IN PRACTICE EXECUTIVE EDUCATION PROGRAMME

This is an immersive course for professionals who are seeking to solve problems, build services, and lead change from within. Over three intensive days of in-person learning, you won't hear theory; you will tackle complex challenges in a hands-on environment.

Seasoned practitioners will be your dedicated coaches, not lecturers. This high-touch model, guaranteed by a 1:6 coach-to-participant ratio, combines expert guidance with practical tools and peer learning, providing the real-time feedback you need to build the confidence and capability to lead change.

The learning doesn't stop after three days. Your experience is reinforced with three monthly online coaching circles to help you apply these skills at work and connect with a growing peer community.

You'll leave with a powerful toolkit and the sustained support needed to drive lasting impact.

WHO IS THIS COURSE FOR?

The Design Thinking in Practice Executive Education Programme is for professionals seeking to:

- Make a meaningful difference by deeply understanding the challenges you want to solve.
- Solve critical user or customer pain points with creative, human-centred solutions.
- Drive alignment and co-creation within diverse teams.
- Lead initiatives that shift culture, improve services, and build new solutions.
- Turn ideas into immediate, tangible action.

HOW IS THE DESIGN THINKING IN PRACTICE EXECUTIVE EDUCATION PROGRAMME DELIVERED?



Face-to-Face



**Duration:
3 days**



**Post-Programme
Online Group Coaching**



**Duration: 3 x 90-minute sessions
over the next 3 months**

COURSE FEE
R19 500.00



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