

## Design Thinking and Innovation for Business

### 1. Overview

This programme equips professionals with practical skills to apply the five-stage design thinking process — Empathise, Define, Ideate, Prototype, and Test — to solve business challenges. Participants will develop a mindset centred on user empathy, iterative experimentation, and cross-functional collaboration, enabling them to drive innovation, problem-solving, and customer-focused solutions.

The programme is ideal for individuals seeking to lead innovation initiatives, improve business processes, and cultivate a creative and adaptive workplace culture.

### 2. Programme Outcome:

- Apply user empathy to identify and define real business and market needs
- Generate, prototype, and test innovative ideas efficiently
- Lead and manage innovation initiatives within teams or departments
- Foster workplace cultures that encourage creativity, experimentation, and problem-solving
- Apply emotional intelligence to lead diverse and high-performing teams

**Qualification:**

Certificate of Completion

**Duration:**

4-Months

**Programme Type:**

Category B – Workplace-Based Learning Programme

**Programme ID:**

PA0043

**SAQA US:**

252020, 252043, 252031, 252032

**NQF Level:**

5

**Credits:**

24

**Entry Requirements:**

Communication &amp; Mathematical Literacy at NQF 4

**Training Options:**

**Online** - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

**Face-to-Face** - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

**Minimum Participants Required:**

(1) Online &amp; (1) Face-to-face

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**A choice of leveraged programmes for any person,  
At any level, in any department, of any company, in any industry.**

### 3. Programme Content

- **(252020 US):** Create and manage an environment that promotes innovation
- **(252043 US):** Manage a diverse workforce to add value
- **(252031 US):** Apply the principles and concepts of emotional intelligence to the management of self and others
- **(252032 US):** Develop, implement and evaluate an operational plan

### 4. Topics

- Module 1: Foundations of Design Thinking and Innovation
- Module 2: Leading Diverse and Creative Teams
- Module 3: Emotional Intelligence for Innovative Leadership
- Module 4: Planning, Implementing, and Evaluating Operational Strategies

### 5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding.
- **Practical Assignments:** Hands-on tasks related to course topics.
- **Workplace Assignments and Logbook:** Application of skills in real-world settings.

Successful participants will receive a certificate of completion.

### 6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

**We trust that the above is in order and look forward to hearing from you for Implementation**