

DESIGN THINKING CERTIFICATION

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UNIVERSITY of
SOUTH FLORIDA

Corporate Training &
Professional Education



Design Thinking is a leading problem-solving methodology for organizations across the nation. With a foundation of empathy and a focus on the wants and needs of the user, your team will learn how to arrive at practical, innovative, and cost-effective solutions that enhance the customer experience at major touchpoints.

This course is practical and project-based— at the end, your team will have a human-centric, tested prototype that is ready to make an impact on your organization and the people that interact with it. The content is provided by Stonehill Innovation, an award-winning expert strategy & Design Thinking firm.

About the course:

Throughout the course modules, each student works on an identified area of improvement within their organization by leveraging USF CTPE's Learning Management System.

The students learn about the 5 steps of Design Thinking: **Empathize, Define, Ideate, Prototype, and Test**. They use their project to apply the methodology to a real situation, which results in tangible results for the business.

WHAT WILL PARTICIPANTS EARN?

- An industry validated certificate from USF CTPE – A Preeminent research university located in the heart of Tampa Bay
- A Social Media Enabled Digital Badge certifying skill attainment
- 1.6 Continuing Education Units
- A skill set that will prepare you and your team for immediate and future success



DESIGN THINKING PROCESS:



ABOUT STONEHILL INNOVATION:

Stonehill is an innovation and strategy firm focused on driving results through Design Thinking, business intelligence, and customer experience. They collaborate with clients to jointly define strategic goals, design creative approaches to complex challenges, and implement effective growth strategies. Their teams are experts at leveraging creativity, human-centric problem-solving, and using data science for positive disruption. [Learn more at stonehillinnovation.com](http://stonehillinnovation.com).

LEARN FROM AN AWARD-WINNING ORGANIZATION

2019 United States Chamber of Commerce Emerging Business of the Year • 2020 American Business Award Professional Service Company of the Year • 2021 Insight Magazine Design Leader of the Year • 2022 Gator100 Fastest-Growing Businesses

ABOUT USF'S OFFICE OF CORPORATE TRAINING AND PROFESSIONAL EDUCATION:

Focusing on upskilling and reskilling the workforce, The University of South Florida's Office of Corporate Training and Professional Education works to promote advanced professional development and contributes to building a world-class workforce in the Tampa Bay area and beyond by partnering with industry leading experts to develop training programs that deliver tangible results.