



## OVERVIEW

Customer-centricity is a 'buzz' concept in the consumer driven business world, but what does it really mean? How does one drive innovative thinking within a business to foster a culture of continuous improvement?

## WHY OUR PROGRAMME?

This course equips you with knowledge and skills to put customers at the centre of innovation efforts, giving you the leveraging power to drive your business's growth through meaningful, customer-centric strategies. Design Thinking forms the anchor of this programme through simulation activities.

## PROGRAMME DETAILS

- 2 days of training
- Face-to-face or virtual Instructor Lead Training (vILT) delivery
- Immersive learning experiences

## PROGRAMME OUTCOMES

This course will benefit you (and your organisation) by empowering you to:

- Apply Design Thinking for customer-centric problem-solving;
- Develop the 'know how' to design innovative business solutions and strategies;
- Experiment with and adapt 'Continuous Improvement' models;
- Leverage customer insights to drive innovation; and
- Implement an innovative culture of 'continuous improvement' within your organisation



## PROGRAMME DESIGN: MODULE 1: INTRODUCTION TO INNOVATION THINKING

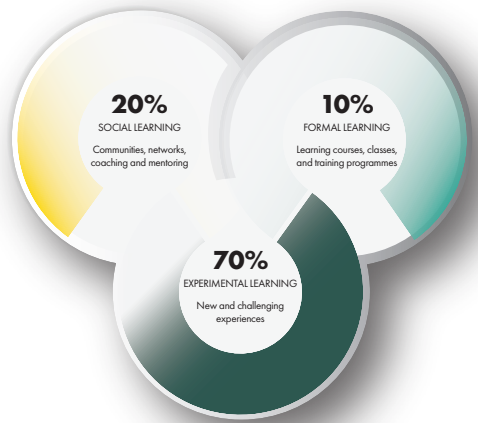
- What is 'Innovation Thinking' and how does it differ from and overlap with 'Design Thinking'?
- The business case for customer-centric innovation
- Innovation Models: disruptive innovation, incremental innovation, open innovation, and radical innovation
- Agile Innovation: Adapting rapidly to customer needs in fast-changing markets
- Tools for facilitating creativity and collaboration in innovation teams
- Measuring the impact of innovation
- Strategies for scaling successful customer-centric innovations across an organisation (i.e. Knowledge Management)
- Practical activities: Creating low-fidelity prototype models to test ideas quickly and inexpensively

## MODULE 2:INTRODUCTION TO CUSTOMER-CENTRIC DESIGN THINKING

- The Design Thinking mindset: empathy, collaboration, and experimentation
- Fostering creativity and customer-centric problem-solving
- Defining 'Customer Service Excellence' and conceptualising employees (internal customers) as your 'first' customers
- Techniques for framing problems in customer-centred ways
- 'The Profit-Service Value Chain': the relationship between innovation, customer satisfaction, and competitive advantage
- Design thinking: what is it and what is its' place in innovation?
- Simulation activities: Design Thinking in action for business innovation

## MODULE 2:CONTINUOUS IMPROVEMENT FOR OPERATIONAL EXCELLENCE AND INSPIRING INNOVATION

- What is "continuous improvement" and how do we develop a culture of it?
- Setting clear goals for continuous improvement: defining specific outcomes to be achieved
- Experimenting with and adapting problem-solving and continuous improvement models
- Learning and iterating: embrace a growth mindset by continuously learning from experiences, both successes and failures
- Simulation Activities



### PRICE:

Prices for all 2025 open programmes can be found on our website:  
[www.corporateeducation.regenesys.net](http://www.corporateeducation.regenesys.net)

### CERTIFICATION:

- Certificate of Completion from Regenesys Corporate Education

**All Regenesys Corporate Education open programmes can be tailored and customised for corporate cohorts**

