kod szkolenia: ZP-PDTMen / ENG DL 2d

DTMethod® Professional - accredited training with exam

DTMethod® is widely recognized as one of the most effective approaches for driving innovation within project teams. It enables organizations to solve complex problems faster, more cost-effectively, and with greater stakeholder engagement. The method is applicable not only to product and service design but also to business process improvement and organizational transformation initiatives.

The DTMethod® Professional training program expands participants' knowledge of the DTMethod framework and strengthens the capabilities of professionals involved in leading and supporting innovation and project activities. Participants gain access to advanced tools and techniques that improve team effectiveness and increase the adaptability of the design and delivery process.

Training recipients

- Scrum Masters
- Facilitators
- Product Owners
- Agile Coaches
- Product Managers
- Continuous Improvement (CI) Managers
- Project Managers

Benefits

- Enhance your stakeholder research capabilities – gather information critical to the success of the DTMethod® process more effectively and identify the needs of project stakeholders more accurately.
- Improve your selection of tools for design challenges – use a broader range of techniques to adapt the way of working to the nature of the problem and the relevant stage of the process.
- Increase your effectiveness in addressing cognitive biases – learn to recognize their impact on the team's thinking and mitigate their negative effects throughout the design process.
- Strengthen stakeholder needs analysis – make better use of research insights to formulate conclusions that support further project decisions.
- Increase flexibility in facilitating the DTMethod® process – use a broader toolkit to adapt the approach to a specific challenge and the team's situation.
- Accelerate the development of relevant solutions – reduce the impact of cognitive biases and select tools more effectively to help the team create solutions that better address stakeholder needs.

Training program

1. MODULE 1: DTMethod Reminder (Foundations)
   - DTRules: Discussion of the 3 iron rules of methodology (Interdisciplinarity, Iterativeness, Human Focus) and their role in process management.
   - DTRoles: Roles in the project team – tasks and responsibilities of the Owner, Facilitator and Team.
   - DTModel vs DTTools: The difference between the structure of a process (DTModel stages and phases) and the specific tools (DTTools) that activate a given stage.
   - DTMethod Practitioner Method and Certification: Scope of Responsibility Practitioner and Key Success Factors (CSF) of the implementation of the methodology in the organization.
2. MODULE 2: Stakeholder Journey Map (Introduction)
   - Definition and Identification of Stakeholders: Who is a stakeholder in DTMethod and how to map the ecosystem around a design challenge.
   - Persona tool: Creating end-user archetypes (needs, frustrations, goals) as a starting point for building a stakeholder journey map.
   - Experience Mapping (As-Is): Structure of the Stakeholder Paths tool – touchpoints, actions and emotions at the current stage.
   - Identifying "Moments of Truth": Analyzing the Pain Points along the stakeholder journey that generate the greatest need for change.
3. MODULE 3: The Exploratory Phase (Understanding and Defining)
   - Principles of conducting research: Methodology for obtaining insights (observation, in-depth interviews IDIs) in accordance with the DTMethod rules.
   - Stakeholder Journey in Research Practice: Using a Journey Map to Validate Design Assumptions with Real Users.
   - Data Synthesis and Insight Generation: Working with a "dense description" – how to transform raw quotes and observations into in-depth insights.

- Formulating the Design Challenge (How Might We...): Moving from the Exploratory to the Creative Phase by reformulating problems into opening questions.

4. MODULE 4: Creative Phase (Generation and Selection)
   - Stakeholder Journey (To-Be): Designing the targeted, ideal user experience and touchpoints of a new service/product.
   - RZUF: Application of DTMethod's proprietary idea selection tool (evaluation against the criteria: Real, Profitable, Unique, Feasible).
   - Forced Ranking: Objective methods of prioritizing and voting on ideas in an interdisciplinary team.
   - Warm-Up and Moderation Techniques: The role of the Facilitator in breaking creative blocks and managing group dynamics during brainstorming.
5. MODULE 5: Construction Phase (Prototyping and Testing)
   - SCAMPER in Idea Modification: Using the SCAMPER technique as a DTTool to expand, modify, and improve ideas.
   - Low-Fidelity principles: Creating physical and digital prototypes (storyboards, cardboard mockups, lo-fi wireframes) with minimal cost.
   - Testing and feedback loop: Schedule test sessions with stakeholders and collect feedback using a structured feedback grid.
   - Pivot and Iteration: Making decisions to return to earlier DTModel stages based on test results (the principle of iteration).

Expected preparation of the participant

- You hold a DTMethod® Foundation certificate.
- Before the training, you will receive preparatory materials that must be reviewed before the course begins.

Attendance at this course requires possession of the authorized handbook "*Design Thinking Basics: An Introduction to the DTMethod*".
Please note that the handbook is not included in the standard course materials. It can be purchased separately in English.

Training Includes

The course fee includes:

- Accredited training materials
- DTMethod Facilitator examination

Additional options:

- Exam resit – Retake Ready option: PLN 225 net (Note: Retake Ready may only be purchased before

the training begins.)

- Printed handbook or e-book: PLN 350 net. The handbook is available in English only.

Language

- Training: English
- Materials: English
- Exam: English

Examination method

For classroom-based training, the examination is held at the end of the course in paper-based format. For virtual instructor-led training, the examination is held at the end of the course in electronic format

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Examination description

- Duration: 150 minutes
- 80-question multiple-choice test with one correct answer per question.
- Pass mark: 50% (40 out of 80 available points).
- Open Book format – participants may use the “Design Thinking Basics: An Introduction to the DTMethod” handbook and the DTMethod Workbook.
- Certificate validity: 5 years.