Courses Listed

Advanced

- THINK1 - Design Thinking for Business Innovation - Live Experience
- THINK3 - Business Model Development & Innovation (BMDI)
All available schedules in your selection

THINK1  Design Thinking for Business Innovation - Live Experience

There are currently no events available for this course. Please feel free to register interest for this course on SAP Training. We will then notify you when a course has been scheduled.

THINK3  Business Model Development & Innovation (BMDI)

There are currently no events available for this course. Please feel free to register interest for this course on SAP Training. We will then notify you when a course has been scheduled.
Working in groups on simulated challenge and going through the whole Design Thinking cycle. During the process many typical Design Thinking techniques and methods will be used.

- Scoping: Brain dump of the knowledge of the team members to get a common understanding of the challenge
- Research: Preparation and execution of interviews to gather relevant user data and generating empathic understanding of the user.
- Synthesis: Communicate the collected data in the team (storytelling), compression of the data with the help of Persona Definitions and Point of View techniques.
- Ideation: Generating solution ideas using various creativity-enhancing techniques (e.g. brainstorming, Remember the Future, etc.).
- Prototyping: Building a "low-fidelity" prototype which addresses the challenge
- Validation: Presentation of the prototype; learning from the feedback

Notes

- Design Thinking is a problem-solving approach with its origins in the product design and therefore has to rely heavily on creativity and deep understanding of the later product users. Meanwhile, the approach is applied also to overcoming a variety of challenges in business.
- The application of Design Thinking requires no specific "design" experience or personality traits, which the designer profession usually requires.

Goals

- The course will prepare you to the Design Thinking Certification – C_THINK_01.
- You will learn the Design Thinking as a creative problem solving approach to enable you and to use in solving customer individual challenges, like defining new strategies, organizations, processes and of course defining new customer individual IT solutions.
- This is done by solving a concrete (not IT related) training challenge within 2 days training duration.
- The training participants will team up to groups and walk through all Design Thinking phases, inspired and coached by Design Thinking professionals from SAP. They will solve the training challenge and close the training by building a "low-fi prototype" which addresses the challenge.
- SAP Development has adopted Design Thinking and meanwhile it is part of the Standard SAP software development process.

Audience

- Solution Architects, Project Leaders, Managers, Application and Technical Consultants (generally, all people who work with others to solve problems)
- People who would like to run the methodology within their own company and act as multiplier there.

Essential

- The training challenge in the workshop will be chosen in such a way that NO specific knowledge or IT expertise is required.

Course based on software release

- Independent

Content

- Overview and theoretical Introduction of the Design Thinking topic.
Goals
- You will learn the Business Model Development & Innovation (BMDI) approach as a systematic, iterative and creative method to further develop your existing or a new business models. The objective is to ensure the design and the business viability of existing or new products or services.
- This will be done by using a case study end to end. You will develop and test the business model of the "case study company" in four different iterations and you will be supported by BMDI and Design Thinking Coaches of SAP in doing so.

Audience
- People from companies that deal with topics like marketing, development and innovation, product or services development.
- Employees, Intra- and entrepreneurs that want to apply the Business Model Development & Innovation Approach within their own company.

Essential
- none

Course based on software release
- independent from software releases

Content
- Introduction and theoretical background on Business Model Development & Innovation (BMDI).
- Teamwork on a given challenge by iterating through the Business Model Development & Innovation (BMDI) Cycle. In each single phase of the cycle, you will apply the respective techniques.
- Baseline: Analyze and describe the current business model.
- Analyze & Improve: A part of the business model is systematically explored and analyzed. Gained insights are documented and used in a targeted way to improve the business model.
- Challenge & Change: This is followed up by an analysis of internal and external threats / opportunities to identify challenges for the current business model. The "Design Challenge" resulting from this exercise is then used to find alternatives or potential enhancements to the business model. This is done via a targeted idea generating process. An enhancement will be used to improve the model and it will be documented.
- Test & Verify: You will now have an intended modification / enhancement of the business model. The underlying assumptions are now analyzed and you will develop a test design for a chosen hypothesis to check with little effort on your hypothesis.
- Evaluate & Decide: From the now existing modified business model a business case is derived. The business case is used to gain clarity if the enhancement / modification of the business model makes sense from an economical point of view.
COURSE LISTING

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