# Design-Driven Project Management Training Course

Professional Development Training Course Outline

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|---|---|---|---|
| **Category** | Project Management | **Duration** | 5 Days |
| **Base Fee** | $1,500 USD | **Delivery Mode** | Online / On-site Hybrid |

## Course Introduction

Design-Driven Project Management integrates human-centered design, creative problem-solving, and structured project execution to deliver innovative, high-impact outcomes. Design-Driven Project Management Training Course emphasizes design thinking, agile collaboration, user experience strategy, innovation management, and value-driven delivery across the full project life cycle. Participants learn how to align business goals with user needs, foster cross-functional collaboration, and translate creative insights into executable project plans that drive measurable results in competitive and rapidly changing environments.

The program is built around practical frameworks, real-world applications, and industry-aligned best practices. It equips professionals with the skills to manage ambiguity, prototype solutions, optimize stakeholder engagement, and embed innovation into project governance. By blending design methodologies with modern project management tools, this course enables organizations to improve speed to market, enhance customer satisfaction, and achieve sustainable project success.

## Programme Curriculum

**Design-Driven Project Management Training Course**

**Introduction**

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**Course Objectives**

1. Apply design thinking principles to project management
2. Integrate user-centered research into project planning
3. Align innovation strategy with organizational goals
4. Manage projects in complex and ambiguous environments
5. Enhance stakeholder engagement through co-creation
6. Translate insights into actionable project requirements
7. Improve collaboration across multidisciplinary teams
8. Balance creativity with scope, time, and cost constraints
9. Utilize agile and hybrid delivery models effectively
10. Embed prototyping and iteration into project execution
11. Measure project value using design-driven metrics
12. Strengthen leadership skills for innovation-led projects
13. Drive sustainable competitive advantage through design

**Organizational Benefits**

- Improved project success rates and value realization
- Stronger alignment between customer needs and outcomes
- Faster innovation and reduced time to market
- Enhanced cross-functional collaboration
- Better risk management through early validation
- Increased stakeholder satisfaction and engagement
- More adaptable and resilient project teams
- Higher quality deliverables and user experiences
- Improved decision-making using design insights
- Long-term innovation capability development

**Target Audiences**

- Project Managers
- Program Managers
- Product Managers
- Innovation Managers
- Design and UX Professionals
- Business Analysts
- Strategy and Transformation Leaders
- Entrepreneurs and Startup Founders

**Course Duration**: 5 days

**Course Modules**

**Module 1: Foundations of Design-Driven Project Management**

- Principles of design-driven management
- Role of creativity in project success
- Human-centered project frameworks
- Design versus traditional project approaches
- Integrating design into project governance
- Case study on design-led project transformation

**Module 2: Design Thinking and User Research**

- Empathy and user research techniques
- Problem framing and insight generation
- Personas and journey mapping
- Translating research into requirements
- Managing research within project constraints
- Case study on user-centered project discovery

**Module 3: Innovation Strategy and Project Alignment**

- Linking innovation to business strategy
- Opportunity identification and prioritization
- Value proposition design
- Strategic roadmapping for projects
- Governance for innovation initiatives
- Case study on innovation portfolio alignment

**Module 4: Agile and Hybrid Design Delivery**

- Agile principles for design-driven projects
- Hybrid project management models
- Iterative planning and execution
- Managing scope through experimentation
- Collaboration in agile design teams
- Case study on agile design project delivery

**Module 5: Prototyping, Testing, and Iteration**

- Rapid prototyping methods
- Minimum viable solutions
- Testing assumptions and hypotheses
- Feedback loops and iteration cycles
- Managing change through insights
- Case study on prototype-led decision making

**Module 6: Stakeholder Engagement and Collaboration**

- Co-creation with stakeholders
- Facilitating design workshops
- Communication in creative projects
- Managing expectations and conflicts
- Building trust and alignment
- Case study on stakeholder co-design

**Module 7: Measuring Value and Performance**

- Design-driven performance metrics
- Measuring customer and business value
- Continuous improvement frameworks
- Learning metrics and feedback systems
- Reporting and decision support
- Case study on value-based project evaluation

**Module 8: Leadership and Change in Design-Driven Projects**

- Leadership styles for innovation
- Managing cultural change
- Scaling design-driven practices
- Building high-performing creative teams
- Sustaining innovation capability
- Case study on organizational change leadership

**Training Methodology**

- Interactive lectures and facilitated discussions
- Hands-on design exercises and workshops
- Group activities and collaborative problem-solving
- Real-world project simulations
- Case study analysis and presentations
- Practical tools and templates for application

**Register as a group from 3 participants for a Discount**

**Send us an email: info@fineskilltrainingcenter.org or call** *+254769199797*

***Certification***

*Upon successful completion of this training, participants will be issued with a globally- recognized certificate.*

***Tailor-Made Course***

*We also offer tailor-made courses based on your needs.*

**Key Notes**

**a.** The participant must be conversant with English.

**b.** Upon completion of training the participant will be issued with an Authorized Training Certificate

**c.** Course duration is flexible and the contents can be modified to fit any number of days.

**d.** The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

**e.** One-year post-training support Consultation and Coaching provided after the course.
**f.** Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

## Upcoming Scheduled Sessions

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Online | $1,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $1,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $3,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $4,500 |
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

| Start Date | End Date | Location | Price |
|---|---|---|---|
| **23 Nov 2026** | 27 Nov 2026 | Physical | $6,000 |

Ready to enroll or request a customized program? Book online or contact us:

**Register Online Now**

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com