

Occupational Certificate

Design Thinking Innovation Lead

SAQA ID: 118788 | NQF Level 4

Learnership Reg. No. 32Q320172201604

Online Learnership Programme

**Red &
Yellow**

CREATIVE SCHOOL OF BUSINESS
HONORIS UNITED UNIVERSITIES

Red & Yellow has been
teaching **business
leaders to think
creatively** since 1994





Programme Overview

In an era of rapid technological transformation, the ability to think creatively and lead with innovation is more critical than ever. This course equips learners with the skills to guide teams through the design thinking process—a proven, people-centered approach to solving complex challenges. As a Design Thinking Innovation Lead, you will learn to immerse yourself in the environments and contexts of problems, conducting applied ethnographic research to enhance stakeholder engagement and empathy. You'll master methodologies that drive creativity, redefine problems, and synthesise insights to develop innovative, actionable solutions.

The course emphasises the role of design thinking in navigating the complexities of digital transformation and 4IR challenges, ensuring businesses remain agile and competitive. With growing demand for design thinking professionals, this course prepares you to lead transformative initiatives, foster a culture of innovation, and guide organisations toward success in an ever-evolving digital world.

Programme Overview

What you'll learn

- Master the principles and methodologies of design thinking to drive impactful innovation.
- Lead and inspire teams to create cutting-edge solutions using design thinking techniques.
- Apply the design thinking process to spark creativity and develop breakthrough innovations.
- Use applied ethnographic research to deeply understand problems and connect meaningfully with stakeholders.
- Present ideas effectively and persuasively, tailoring your communication to engage audiences at all levels.

This course is perfect for:

- Aspiring design thinking innovation leaders.
- Astute problem solvers and leaders with a creative flair.
- Anyone who wants to learn how to solve business-related problems and lead positive change in this context.



What you need

Hardware requirements

- Intel core i5 laptop with 8 GIG RAM

Software requirements

- The usual software applications: word processing, presentation, and spreadsheet apps.

A reliable internet connection

The Programme Details



Entry requirements

NQF 3 qualification



Duration

12 - 18 months



Time commitment

15 hours / week



Qualification

Occupational Certificate: Design Thinking Innovation Lead
NQF Level 4 | SAQA Qualification ID: 118788
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Price

R59 000 per learner



When people talk about innovation in this decade, they really mean design.

- **Bruce Nussbaum**
Author of 'Creative Intelligence'



The Learning Journey

Innovate

The main focus of the learning in these modules is to build an understanding of human Centered innovation as it applies to design thinking innovative solution creation. These modules function as your launchpad to a world of groundbreaking ideas. We'll delve into the exciting world of human -centered innovation, equipping you with the skills and knowledge to tackle challenges creatively. Master the innovation cycle, unlock your creative potential, and explore powerful brainstorming techniques to generate game -changing solutions. We'll also navigate the legal landscape of innovation, ensuring your ideas are protected by copyright and patents.

Think like a designer

The main focus of the learning in these modules is to build an understanding of the fundamental principles and techniques applied in the design thinking methodology and process. These modules unlock the secrets of Design Thinking! Explore its core principles and techniques, mastering the entire process from observation to experimentation. Develop key design thinking skills - like open -mindedness and emotional intelligence - to transform any challenge into an innovative solution.

Collaborate

The main focus of the learning in these modules is to acquire knowledge and skills on how to develop a meaningful collaboration mindset. These modules ignite the power of collaboration! Learn the secrets of teamwork, mastering different styles and fostering effective communication. We'll delve into group dynamics specifically for design thinking (for leads!), transforming you into a collaborative powerhouse. These modules go beyond design thinking - it's your personal development passport to success.



The Learning Journey

Apply positive psychology principles

These modules equip you with the secrets of positive psychology, transforming your interactions with teams, users, and stakeholders. Master the science of happiness with the PERMA Model and harness the power of positive emotions to build stronger connections and foster a thriving collaborative environment

Do research to shape design thinking

These modules equip you with the power of applied ethnography, a secret weapon for design thinking success. Become a master detective, uncovering user needs and uncovering breakthrough solutions through qualitative and quantitative research methods. Learn to analyse data, synthesis findings, and translate insights into compelling reports and presentations. These modules serve as keys to unlocking the secrets behind user behaviour and crafting game-changing innovations.

Explore benefits of design thinking

These modules aren't just for designers. Discover how Design Thinking empowers everyone to solve problems with creativity and impact. From public entities to educators, businesses, and communities, you'll learn how design thinking adds value by boosting innovation and business development. Master process analysis and scaling strategies to transform any idea into a reality. Embrace the maker culture and become a design thinking champion in your field – the possibilities are endless.



The Learning Journey

Manage projects

These modules are your design thinking toolkit for action. Learn how to translate groundbreaking ideas into real-world solutions. Master project management essentials, from life cycles and structures to planning, scheduling, and resource allocation. We'll also tackle risk and issue management for both projects and teams, ensuring your design thinking solutions are implemented smoothly and successfully. These modules empower you to bridge the gap between creativity and action, transforming innovation into reality.

Explore governance and legislation, and act ethically

These modules equip you with the knowledge to thrive in today's dynamic workplace. Gain a solid understanding of employment laws and their impact on both employers and employees. Explore key business planning concepts, mastering the art of costing products and services. We'll also delve into the principles of performance management and the importance of ethical behaviour in the workplace. These comprehensive modules empower you to navigate any work environment with confidence!

Developer 4IR and future skills

The future of work is here! These module equip you with the knowledge and skills to thrive in the age of Industry 4.0 (4IR). Explore emerging trends and how they'll impact individuals, businesses, and communities. Master the future-ready skillset – from interpersonal and interpersonal skills to communication mastery. Craft compelling written business communications and navigate committees, meetings, and stakeholder interactions with confidence. Learn to decode job descriptions and hone your customer service expertise.



The Learning Journey

Master computer technology

These modules unlock your potential in today's tech-driven world! Sharpen your skills in applying information, computer technology, and software like a pro. Master electronic communication and software packages, transforming data into impactful presentations and visualizations. We'll even explore specialised computerised management information systems, empowering you to navigate the digital landscape with confidence.

Innovation leadership for design thinking

This module introduces the foundational principles and concepts of innovation leadership and design thinking workshops. It explores the responsibilities of an innovation lead, including planning, guiding, and managing group events to foster creativity and collaboration. Learners will develop skills to facilitate solution-focused workshops, ensuring clear objectives, active participation, and collective buy-in. The module also examines the use of technology and applications to enhance the innovation process and drive impactful outcomes.

Coaching for design thinking

This module focuses on the role of positive psychology in coaching and the distinctions between innovation process coaching and team facilitation. Learners will explore how positive psychology fosters psychological safety and supports goal achievement when coaching others. The module equips learners to coach effectively as Design Thinking Innovation Leads, manage team activities and progress, and guide teams toward successful project presentations while maintaining a collaborative and supportive environment.



High-Impact Learning Tools

Why Red & Yellow has a reputation for producing graduates that can “hit the ground running”

Applicable and practical assignments

- Designed to test your ability to translate the theory into practical implementation for successful outcomes.
- Geared so that you can apply what you're learning to your everyday work life, and your specific business challenges.
- Providing an incredible opportunity to prove your value, improve your performance, and impress your colleagues

Engaging content in digestible modules

Enriched with infographics, videos, useful links to valuable resources, case studies and fun activities to deepen and entrench your learning

Personalised Feedback

Recommendations and suggestions from subject-matter experts, tailored to your individual strengths and opportunities for personal improvement

A dedicated team

Available on email, phone and the online forum to support, encourage and assist you. Think of them as your “virtual” support crew whose only focus is to help get you over the finish-line

Our Human Touch

Learning you won't get anywhere else!



The reality is that AI and robots will replace many of the jobs we know today. The likes of NASA and Google are already ahead of the game in their early recognition of the importance of “soft” skills.

Our courses and programmes are designed to prepare humans for this unknown world, by combining topic-specific knowledge and know-how, as well as a selection of the 10 uniquely human skills we've identified that will set us apart from “robots”

**Conflict
Resolution**

**Creative
Thinking**

Adaptability

Leadership

Empathy

**Social
Intelligence**

**Critical
Thinking**

Persuasion

Mindfulness

Negotiation



The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

Real-world insights from experts

You’ll get “insider” access to exclusive videos from industry leaders and subject-matter experts - giving you tips, techniques and learnings invaluable to bringing your online learning to the real world. Our connection to industry is something we’re incredibly proud of, and it’s what sets us apart from the other institutions.

A team of humans dedicated to your success

A team of real, live people (not bots) is allocated to every course. The Course Coordinators’ mandate is to cheer you over the finish line, keep you motivated, and ensure you have the best, most value-adding learning experience. And our knowledgeable team of Instructional Designers and subject matter experts are on standby for topic-specific questions.



Courses and programmes designed to prepare humans for this unknown world, by combining topic-specific knowledge and skills, with the most critical 10 uniquely human skills.

While online learning offers time-flexibility and the ability to study anywhere in the world; it can also feel a little lonely at times.

Red & Yellow is obsessive about offering a 'virtual classroom' learning experience you won't get anywhere else – combining human interactions, input from our academic team and industry gurus, with all the convenience you need.

The Red & Yellow Difference

Online learning and the “human touch” you’ll get from us

A trusted signal on your CV

We take our role – in equipping you with everything needed to grow your career – seriously. Our online courses are intended to put you through your paces, stretch your mind, and equip you with fundamental skills. It’s the reason business leaders regard a qualification from Red & Yellow as the mark of a competent, capable individual, able to add value from day one – with the theoretical knowledge, the practical know-how and the human skills essential for future success.

Original, carefully curated and relevant content

Rather than opting for the easier option of reselling content (created by others), we develop our courses internally – often roping in industry experts who run successful organisations – to ensure what you learn is both current and relevant to the South-African context. Courses are designed in response to market demand or skills gaps as they arise in this rapidly changing world.

Have questions?

Give one of our amazing Business Relationship Managers a call at **087 227 3283** or pop us an email corporatetraining@redandyellow.co.za

**Red &
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Get in touch

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