

# Customer Centricity and Design Thinking

## Empowering Teams to Solve Real Problems with Empathy and Innovation

In today's dynamic market, the success of any product or service depends on how well it meets the needs of its customers. ICON Agility's **Customer-Centricity and Design Thinking Workshop** equips your teams with the tools to deeply understand customer challenges, foster empathy, and co-create innovative solutions that drive value.

## Who Should Attend?

This workshop is ideal for:

- Product Managers and Owners
- UX/UI Designers
- Marketing and Customer Experience Leaders
- Agile Teams and Coaches

## What You'll Gain

1. **Customer Empathy**
  - Learn techniques for understanding customer pain points, goals, and behaviors.
  - Use customer journey mapping to identify areas for impactful improvements.
2. **Design Thinking Foundations**
  - Master the principles of ideation, prototyping, and iterative testing.
  - Gain hands-on experience with tools like empathy maps, personas, and storyboards.
3. **Customer-Centric Culture**
  - Shift mindsets toward a "customer-first" approach in decision-making.
  - Learn how to balance customer needs with business objectives effectively.
4. **Actionable Solutions**
  - Develop prototypes of solutions tailored to your organization's context.
  - Craft a roadmap for embedding customer-centric practices into your workflows.

## Workshop Format

- **Duration:** 1-2 days (customizable to your organization).
- **Delivery:** On-site or virtual.
- **Structure:**
  - **Discovery:** Explore the principles of customer-centricity and design thinking.
  - **Empathy & Ideation:** Collaborate on real-world scenarios to uncover user needs and generate ideas.
  - **Prototyping & Testing:** Rapidly build and refine solutions based on feedback.
  - **Implementation Planning:** Define actionable next steps to drive sustainable change.



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