



# **Design Thinking and Decision-Making: Thinking Fast and Slow**

09 - 13 Dec 2024  
Cairo



**AGILE LEADERS**  
Training Center



# Design Thinking and Decision-Making: Thinking Fast and Slow

**Ref.:** 36066\_253552 **Date:** 09 - 13 Dec 2024 **Location:** Cairo **Fees:** 3300 **Euro**

## 'Thinking Fast and Slow' Overview:

'Thinking Fast and Slow' is a dynamic psychology course designed to bridge the gap between academic concepts and real-world business applications. By unpacking the influential theories of cognitive psychology, we'll delve into the realm of critical thinking training and design thinking training. This comprehensive course introduces the nuances of system thinking and positive psychology course insights, focusing on the importance of a dual system of cognition: one that relies on intuition and the other on deliberate thought. Participants will learn how these systems influence decision-making, creativity, and innovation skills in a business setting.

## Target Audience:

- Executives and senior leaders aiming to refine their decision-making skills through critical thinking training
- HR professionals seeking to understand the psychological dynamics of their workforce
- Business strategists interested in the practical applications of a BS psychology course
- Project and product managers keen on incorporating insights from a design thinking course into their work
- Anyone eager to enhance their understanding of psychology for business training

## Targeted Organizational Departments:

- Human Resources HR: Enhancing employee engagement through insights from a positive psychology course
- Operations: Incorporating system thinking course principles for efficiency
- Research & Development R&D: Bolstering creative thinking training in their processes
- Strategic Planning: Implementing critical thinking training courses in decision-making strategies
- Marketing and Sales: Applying psychology training programs for customer-focused strategies

## Targeted Industries:

- Tech and IT companies: Applying principles from a design thinking course to drive innovation
- Healthcare: Leveraging insights from a BS psychology course to improve patient care
- Education: Incorporating critical thinking training activities to promote active learning
- Consulting: Using a system thinking course to develop comprehensive solutions for clients
- FMCG and Retail: Applying psychology for business training to better understand consumer behavior



## Course Offerings:

- Comprehensive understanding of cognitive psychology principles and their business applications
- Expert insights into decision-making, backed by psychology training programs
- Creative thinking training to foster innovation in the workplace
- Practical exercises as part of critical thinking training activities
- Direct experience with concepts from a system thinking course and a design thinking course

## Training Methodology:

'Thinking Fast and Slow' employs an interactive training psychology approach, combining theory with practice. The course uses case studies to illustrate concepts from a BS psychology course and a system thinking course, encouraging participants to apply these to their work contexts. We facilitate group work to foster creativity training and promote innovation skills training. Interactive sessions drive participants to explore design thinking training, while feedback sessions provide the avenue for reflection and growth. The blend of methodologies ensures comprehensive learning and education in professional psychology.

## Course Toolbox:

- A detailed workbook covering key concepts from the psychology course
- Software tools for modeling and simulations, critical in a system thinking course
- Access to a vast online library for supplemental reading and resources related to the positive psychology course
- Checklists and templates for implementing concepts from a design thinking course
- Mind-mapping tools for enhancing creative thinking training

## Course Agenda:

### Day 1: The Power of Two Systems

- Topic 1: Understanding the two-system framework of our mind
- Topic 2: Exploring attention and effort, the lazy controller and associative machine
- Topic 3: Analyzing cognitive ease and its implications on our decisions
- Topic 4: Unveiling the machine for jumping to conclusions



- Topic 5: How judgments happen and how we often end up answering an easier question
- Reflection & Review: Recap of key points of psychology course and their implications for business

## **Day 2: Heuristics and Biases**

- Topic 1: Unpacking the law of small numbers
- Topic 2: The role of anchors in decision-making
- Topic 3: Understanding the science of availability and its impact on risk perception
- Topic 4: Unveiling causes vs. statistics and regression to the mean
- Topic 5: Learning about heuristics for intuitive predictions and their influence on business decisions
- Reflection & Review: Review of critical thinking training exercises and understanding of biases

## **Day 3: Overconfidence and Its Implications**

- Topic 1: Recognizing the illusion of understanding and validity
- Topic 2: Examining intuitions vs. formulas: When can we trust expert intuition?
- Topic 3: Understanding the outside view and its impact on decision-making
- Topic 4: Discussing overconfidence as the engine of capitalism
- Reflection & Review: Recap of the day's lessons and how they relate to design thinking training

## **Day 4: Choices and Their Consequences**

- Topic 1: Understanding Bernoulli's errors and prospect theory
- Topic 2: Discussing the endowment effect and its influence on business decisions
- Topic 3: Examining the impact of bad events and the fourfold pattern on decision-making
- Topic 4: Evaluating rare events, risk policies, and the art of keeping score
- Topic 5: Exploring frames and reality and how they affect our choices
- Reflection & Review: Review of key concepts from the system thinking course and their business applications



## **Day 5: Two Selves: Experience and Memory**

- Topic 1: Exploring the concept of two selves
- Topic 2: Understanding life as a story and its impact on decision-making
- Topic 3: Discussing experienced well-being and its relation to productivity
- Topic 4: Reflecting on life and choices from the perspective of a positive psychology course
- Reflection & Review: Final review and course wrap-up, tying together concepts from psychology, creativity, critical thinking, and design thinking training

## **How This Course is Different from Other 'Thinking Fast and Slow' Courses:**

This course is more than just a psychology course. It's an intensive training program that provides an intersection of critical thinking training, creative thinking training, and design thinking training. Unlike other courses that focus on theory, this program emphasizes the practical application of psychological principles in business decisions. Our holistic approach includes insights from a positive psychology course and a system thinking course, helping participants understand the value of human emotions and systemic structures in the workplace.

# WHO WE ARE

Agile Leaders is a renowned training center with a team of experienced experts in vocational training and development. With 20 years of industry experience, we are committed to helping executives and managers replace traditional practices with more effective and agile approaches.

## OUR VISION

We aspire to be the top choice training provider for organizations seeking to embrace agile business practices. As we progress towards our vision, our focus becomes increasingly customer-centric and agile.

## OUR MISSION

We are dedicated to developing value-adding, customer-centric agile training courses that deliver a clear return on investment. Guided by our core agile values, we ensure our training is actionable and impactful.

## WHAT DO WE OFFER

At Agile Leaders, we offer agile, bite-sized training courses that provide a real-life return on investment. Our courses focus on enhancing knowledge, improving skills, and changing attitudes. We achieve this through engaging and interactive training techniques, including Q&As, live discussions, games, and puzzles.



**AGILE LEADERS**  
Training Center

## CONTACT US

 UAE, Dubai Investment Park First

 +971585964727  
 +447700176600

 [sales@agile4training.com](mailto:sales@agile4training.com)



## Gamified and Interactive Training

We understand that training delivery can be challenging, both online and offline. To ensure engagement and achieve learning objectives, we have developed our own activities and collaborated with industry-leading solutions to gamify our training sessions. This approach increases interaction levels and guarantees effective learning outcomes.



## Our Training Categories

We cover a wide range of training categories to cater to different needs and interests

- Branding, Marketing, Customer Relations, & Sales Programs
- Political & Public Relations Programs
- Finance and Accounting Programs
- Project Management Programs
- Human Resources Management Programs
- Quality & Process Management
- Management & Leadership Programs
- Self-Development Programs

Join Agile Leaders today and embark on a transformative journey towards becoming a more agile and effective leader. Experience our customer-centric approach, actionable training, and guaranteed return on investment. Let us help you unleash your full potential in the dynamic business landscape.



## Where to Find Us

You can join our training programs at our centers located in



We also offer online training sessions through the Zoom platform.

- Malaysia**  
Kuala Lumpur
- Morocco**  
Casablanca
- Spain**  
Barcelona
- France**  
Paris
- UK**  
London
- Italy**  
Rome
- Egypt**  
Cairo  
Sharm El-Sheikh
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UAE, Dubai Investment Park First



+971585964727  
+447700176600



sales@agile4training.com