

Design Thinking and Decision-Making: Thinking Fast and Slow

22 – 26 November 2027
Dubai

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Ref: 36066_5405 **Date:** 22 – 26 November 2027 **Location:** Dubai **Fees:** 4500 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

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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

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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

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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.