Transforming problems into opportunities.
Some say it's an art, some say it's an attitude.
I believe it can be learned.

Design Thinking for Project Managers

10 reasons to apply it (and make your life easier)

–1–

Improvement of **collaboration** and **communication** within the team

The team learns to communicate more **effectively**, manage conflicts **constructively** and provide useful feedback for **collective improvement**.

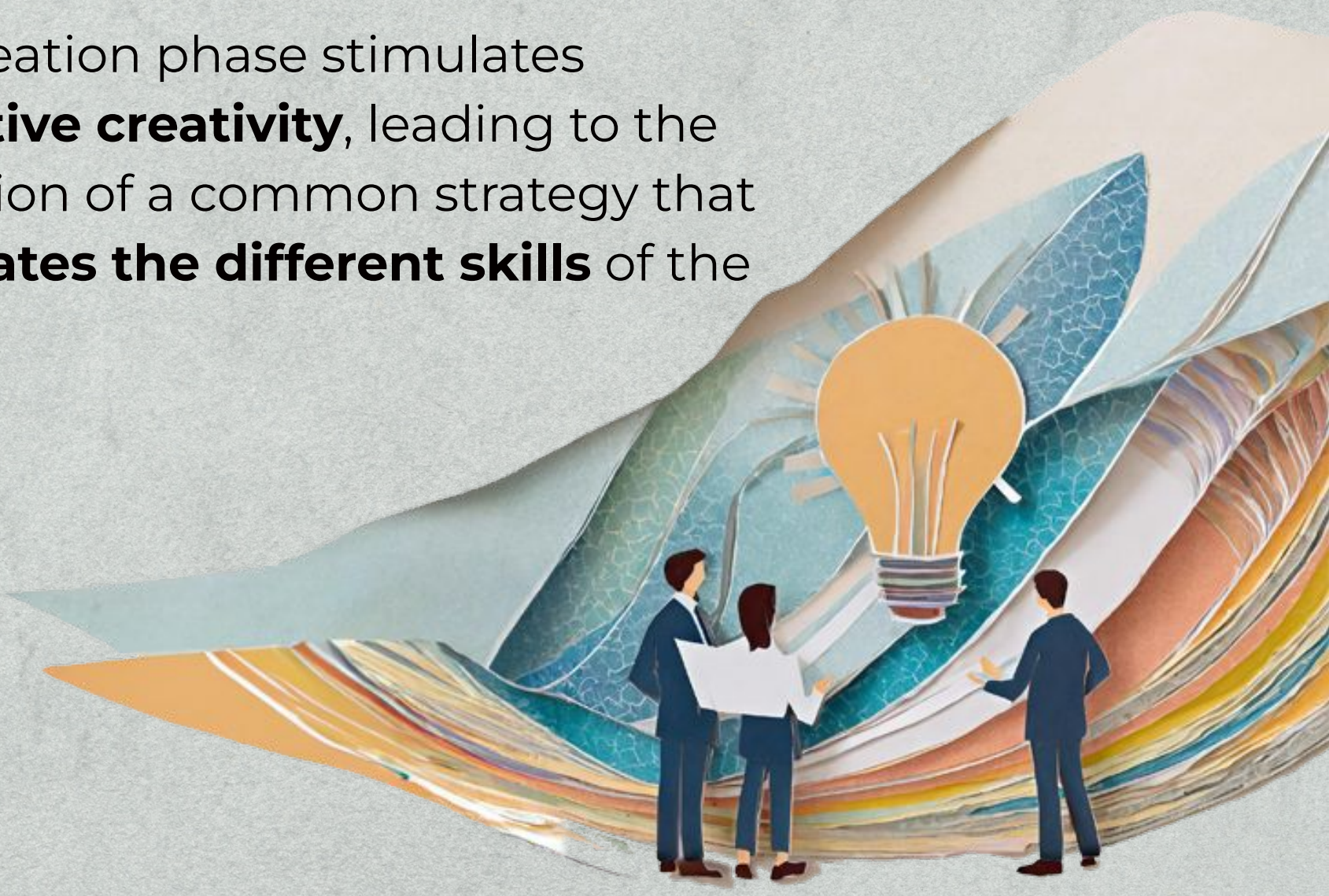


–2–

Definition of a **vision** and of a **common strategy**

The emphasis on problem solving helps define a **clear and shared vision** of the project, **aligning the objectives of all stakeholders**.

The ideation phase stimulates **collective creativity**, leading to the definition of a common strategy that **integrates the different skills** of the team.



–3–

Conflict resolution and management of differences of opinion

Empathy and active listening to understand different positions and points of view, avoiding adopting defensive attitudes.

Focusing on the problem and not on the people allows to avoid personalizing the conflict.

Tools for **generating creative and collaborative solutions** that meet the needs of all parties involved.





-4-

Involvement of the **customer** in the design process

Encourage the client to **actively participate in the creative process**, providing feedback and contributing to priority setting.

It allows you to create solutions that respond to real needs, **increasing satisfaction and a sense of ownership**.

Strengthens trust and transparency in the relationship between client and agency.



-5-

Elimination of **information asymmetries** between agency and client

The Design Thinking process promotes **open and transparent communication**, eliminating information silos.

It supports the **sharing of knowledge** between agency and client, creating common working ground.

It r**educes the possibility of misunderstandings** and promotes the continuous exchange of information, ensuring that **all parties are informed and involved**.



Creating a **partnership** solid and long-lasting

-6-

Design Thinking encourages
collaboration and **open communication**,
creating a climate of **trust and mutual respect**.

Involving the client in the design process strengthens
the relationship and **increases cohesion**.

Tangible results generate **satisfaction and loyalty**.

Create fertile soil
for **joint growth and innovation** over time.

-7-

Increased **creativity** and **innovation**

Design Thinking is based on a creative and unconventional approach that stimulates the **generation of new ideas and innovative solutions**.



Encourages **free thinking** and **experimentation**, favoring the creation of original and unexpected solutions.

Creates a **safe environment** to **explore**, supporting learning and **continuous improvement**.



Anna Zuanetti

-8-

Identification of unexpected insights

It helps identify unexpected elements that **enrich the understanding of the problem** and lead to **more effective solutions**.

It allows you to discover **new opportunities** and create innovative solutions that **exceed customer expectations**.

Design Thinking encourages you to **think outside the box** and seize opportunities that might be missed with a traditional approach.

-9-

More efficient **onboarding** process

Tackling a new project or client allows you to gain a **quick and deep understanding** of the brand's needs, goals and background.

Reduces the time needed to define the scope of work and set an effective strategy.



-10-

Creative resolution of problems

It offers a systematic and structured **approach to tackling complex problems** creatively.

It allows us to analyze the root causes of problems and identify **innovative and sustainable solutions**.

It promotes **critical thinking** and the ability to find **"outside the box" solutions**.

