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COURSE BROCHURE

Design Thinking for Strategic Options and Tested Strategy Briefs Training Course

9 – 13 August 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Design Thinking for Strategic Options and Tested Strategy Briefs Training Course

Ref: 2976_112810 **Date:** 9 – 13 August 2027 **Location:** Amsterdam **Fees:** 5600 GBP

Design Thinking for Strategic Options and Tested Strategy Briefs is a 1-week training course for strategy, planning and transformation managers who must choose between competing directions, and ends with a tested strategic option brief for a real organisational challenge. Strategic choices now face faster shifts in customer expectations and tighter scrutiny from boards. Jupiter Prime Training offers this course.

Why Design Thinking for Strategic Options Matters Now

Three forces shape how strategic options are formed today. Customers and service users expect organisations to respond to needs they rarely state directly. Boards ask for evidence that a direction has been tested, not merely argued. An organisation that handles this well commits capital to options that real stakeholders have already pressure-tested; one that handles it badly discovers flaws after launch, when reversal is costly. The course rests on a human-centred cycle of inquiry, framing, ideation, prototyping and testing, applied here to strategic choices rather than products.

Who Gains Most from Design Thinking for Strategic Options

- Professionals who prepare strategic options and recommendations for executive committees
- Planners who translate organisational direction into annual priorities and initiatives
- Transformation leads who must win support for a new operating direction
- Portfolio and business unit analysts who compare investment choices across units
- Policy and service design officers who shape choices affecting citizens or customers

A strategy office or transformation unit gains most when several members attend together, because they leave with a shared way of framing and testing options before they reach the executive table.

Design Thinking for Strategic Options Capabilities

Participants replace opinion-led option papers with options grounded in stakeholder evidence.

- Frame a strategic challenge as a testable question — executive committee agenda setting
- Design stakeholder interviews and observation plans — insight gathering before option development
- Build low-cost strategy prototypes such as mock announcements and service scenarios — early stakeholder reaction
- Test the riskiest assumptions behind each option — investment and sequencing decisions
- Weigh options against desirability, feasibility and viability evidence — the final recommendation

- Communicate a tested option through a concise brief — board and sponsor approval

Key Design Thinking for Strategic Options Terms

- Problem framing — Restating a strategic challenge as a focused question about whose needs must change and why.
- Insight — A non-obvious finding about stakeholder behaviour or motivation that changes how an option is shaped.
- Strategy prototype — A rough, cheap representation of a strategic option used to provoke honest stakeholder reaction.
- Riskiest assumption — The belief behind an option that, if false, would make the whole option fail.
- Evidence threshold — The level of proof agreed in advance that an option must reach before resources are committed.
- Option brief — A short document setting out a strategic option, the evidence gathered and the recommended next step.

Design Thinking for Strategic Options Day by Day

Day 1: Reframing the Strategic Challenge

- Human-Centred Inquiry Cycle — Where Strategic Choices Benefit From Stakeholder Evidence
- Challenge Statement Drafting — Scoping What the Executive Committee Must Decide
- Stakeholder Ecosystem Mapping — Who Gains, Loses or Blocks Each Direction
- Reframing Questions — Moving From Symptoms to the Underlying Strategic Tension
- Decision Criteria Set — Agreeing Desirability, Feasibility and Viability Tests Early

Day 2: Gathering Stakeholder Insight

- Interview Guide Design — Uncovering Unstated Needs of Customers and Staff
- Field Observation Plan — Seeing How Current Strategy Plays Out in Practice
- Empathy Mapping — Recording What Stakeholders Say, Do, Think and Feel
- Insight Clustering — Turning Raw Notes Into Patterns That Shape Options
- Point of View Statement — Fixing the Need Every Option Must Address

Day 3: Generating and Shaping Options

- Divergent Ideation Session — Widening the Set Beyond the Obvious Directions
- Option Archetype Board — Grouping Ideas Into Distinct Strategic Directions
- Assumption Inventory — Listing What Must Be True for Each Option
- Assumption Ranking Grid — Selecting the Riskiest Beliefs to Test First
- Option Storyboard — Describing Each Direction Through a Stakeholder's Experience

Day 4: Prototyping and Testing Strategic Choices

- Mock Announcement Prototype — Checking How Staff and Customers React to a Direction
- Service Scenario Walkthrough — Testing Operational Feasibility With Front-Line Teams
- Small Market Experiment Design — Gathering Behavioural Evidence Before Full Investment
- Evidence Threshold Agreement — Deciding What Result Justifies Committing Resources
- Test Results Capture Sheet — Recording Learning to Keep, Adapt or Drop Options

Day 5: Practising the Tested Strategic Option Brief

- Reframed Challenge Review — Confirming the Question Still Matches Stakeholder Insight
- Option Comparison Matrix — Weighing Tested Directions Against the Agreed Criteria
- Sponsor Feedback Rehearsal — Anticipating Executive Objections to the Recommendation
- Next Experiment Roadmap — Sequencing Further Tests Before Full Rollout
- Tested Strategic Option Brief — Completing the Recommendation for Executive Approval

Applying Design Thinking for Strategic Options After the Course

- Run five stakeholder interviews on a live strategic question and share the clustered insights.
- Prototype one pending strategic option as a mock announcement and test it with staff and customers.

Design Thinking for Strategic Options Questions FAQ

What is design thinking for strategic options and why does it matter now?

Design thinking for strategic options applies stakeholder inquiry, framing, prototyping and testing to strategic choices. It matters now because boards expect evidence that a direction works for real people before money is committed.

Which roles gain most from design thinking for strategic options?

Strategy, planning and transformation managers gain most. You benefit if you prepare options for executive committees and need stakeholder evidence behind recommendations.

How does design thinking for strategic options differ from a service innovation course?

Design thinking for strategic options focuses on organisation-level directions, not new services or products. A service innovation course improves a customer journey; this one tests competing strategic choices with boards, staff and customers before committing resources.

What do you bring back from design thinking for strategic options?

You bring back a tested strategic option brief for a real challenge from your organisation. It sets out the reframed question, evidence gathered and the recommended next step.

Design Thinking for Strategic Options: The Way Forward

The tested strategic option brief gives sponsors a recommendation backed by stakeholder evidence. Its first use is the decision on which direction receives funding for a wider experiment, made by the executive committee and the strategy office. After that first use, revisit the riskiest assumptions, as new interviews often shift the balance between options.