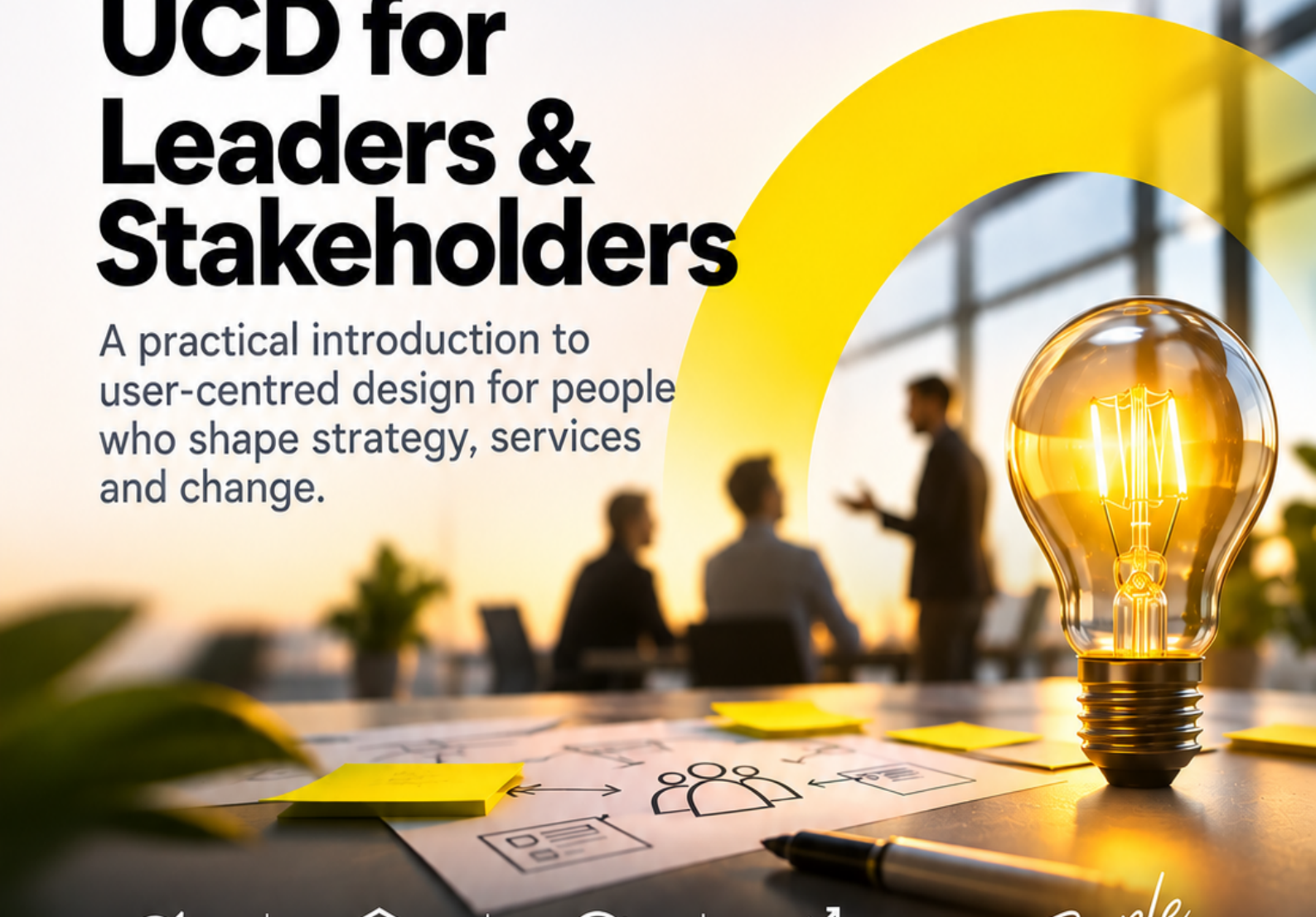
UX GUERRILLA™ ACADEMY

PEOPLE
SERVICES
STRATEGY
DESIGN
CHANGE
IMPACT

UCD for Leaders & Stakeholders

A practical introduction to user-centred design for people who shape strategy, services and change.



UNDERSTAND USER NEEDS | DESIGN BETTER SOLUTIONS | TEST & IMPROVE | CREATE REAL IMPACT

People Centred Change

2 DAYS (16 HOURS) | **FOR LEADERS, MANAGERS & STAKEHOLDERS**

COURSE OVERVIEW

Design better decisions around real user needs.

Learn Human-Centred Thinking: Designing Better Services, Products and Business Experiences

A practical, hands-on introduction to User-Centred Design (UCD) for business leaders, managers and stakeholders who want to improve business decisions, service delivery and organisational performance.

The course explores the principles, methods and business value of UCD: placing real user needs, behaviours and experiences at the centre of product, service and organisational development.

Rather than training participants to become UX designers, it builds the confidence to ask better questions, support design teams and create the conditions for successful UCD adoption.

Realistic scenarios, collaborative workshops and exercises show how research, journey mapping, prototyping and usability testing can reduce delivery risk and create measurable value.

AT A GLANCE

DURATION	2 consecutive days / 16 hours
DELIVERY	Live online; optional on-site or hybrid
FOCUS	Practical, business-relevant and collaborative
AUDIENCE	Leaders, managers, sponsors and stakeholders

THE TWO-DAY PROGRAMME

From understanding users to making better decisions.

DAY 01 / Understand users and the value of UCD

Introduction to UCD principles and business value; user needs and behaviours; UX, UI, service design and UCD; identifying real problems; user research; stakeholder perspectives; journey mapping; accessibility; and turning research findings into business opportunities.

DAY 02 / Apply UCD to business and service improvement

Applying UCD throughout the project lifecycle; user-centred solution development; service and experience design; prototyping and testing; Agile delivery integration; collaboration with design teams; outcome measurement; and embedding UCD in organisational decisions.

LEARNING APPROACH

The programme combines concise explanations with practical examples, facilitated discussion and group activities. Participants work with realistic service and business challenges rather than technical design software.

FOUR CORE LEARNING AREAS

A practical framework for leading with users in mind.

01

Understanding UCD & its business value

Explore human-centred principles, how UCD supports strategy, reduces delivery risk and improves customer satisfaction, and why leadership matters.

02

Understanding users & identifying real problems

Learn how research, stakeholder engagement, behavioural insights, journey mapping and accessibility enable evidence-based decisions.

03

Designing & validating better experiences

See how collaborative design, prototyping, usability testing and iterative improvement turn ideas into more effective services and products.

04

Leading & embedding UCD in business

Understand how to commission and support UCD, collaborate with specialists, integrate it into delivery, measure outcomes and sustain improvement.

LEARNING OUTCOMES

Make user-centred thinking part of everyday leadership.

01 Recognise the value of UCD in business strategy, product development and service improvement.

02 Distinguish UCD, UX, UI and service design and understand how the disciplines work together.

03 Challenge assumptions by focusing on evidence about users, behaviours and unmet needs.

04 Understand when and how to use research, journey maps, prototyping and usability testing.

05 Support UCD specialists and integrate human-centred approaches into delivery and decision-making.

06 Consider accessibility, inclusion, organisational constraints and measurable outcomes.

PRACTICAL TAKEAWAY

Participants leave with a practical understanding of UCD, greater confidence in evidence-based decisions, and an actionable perspective on where user-centred methods can improve their organisation.

Course materials, facilitated exercises and an attendance certificate are included.

COURSE PRICE & DETAILS

A clear investment in better services and decisions.

COURSE PRICE	**£2,495 + VAT** 2-day / 16-hour live online corporate course
PARTICIPANTS	**5 included** Up to 15 participants from one organisation
ADDITIONAL SEATS	**£195 + VAT / person** For each participant beyond the first five
ON-SITE DELIVERY	**+ £750 + VAT** Optional UK classroom delivery supplement
HYBRID DELIVERY	**+ £950 + VAT** Optional hybrid delivery supplement
CROSS-SALES	**10% discount** Second core-course booking
MULTI-COURSE	**15% discount** Three or more core-course bookings
TARGET AUDIENCE	**Business-focused** Business leaders, managers, product and service owners, programme and delivery leads, sponsors and stakeholders
REQUIRED EXPERIENCE	**None required** No prior UCD, UX or design experience required; familiarity with business or service challenges is helpful

Included: course documents, practical exercises and attendance certificate.

Discounts are not cumulative. Delivery supplements and any venue/travel costs are separate. Prices exclude VAT. Final scope, prices and availability are confirmed in the quotation.