



# DESIGN SPRINT MASTER CERTIFICATION

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SPRINT  
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A QAI Promoted Venture

# THE DESIGN SPRINT AND KEY TAKEAWAYS!

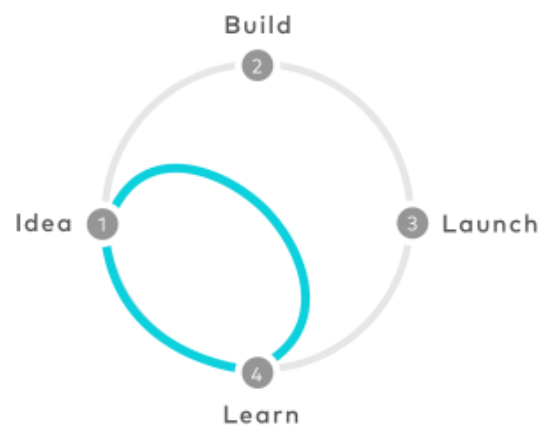
The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Developed at [GV](#), it's a "greatest hits" of business strategy, innovation, behavior science, design thinking, and more—packaged into a battle-tested process that any team can use.

## Key Takeaways

**The user is king.** The entire design sprint process is user centric. It builds products and services based on a solid understanding of the user's wants and needs and asks for feedback and validation directly from them towards the end of the sprint.

**Considers all perspectives.** Design Sprints gather all important people in one place. This means that there's less of a bureaucratic structure in the organization because the process facilitates cross-team collaboration.

**It's efficient and effective.** A sprint cuts out all inefficiencies and ineffective discussions. No more dreadful back-to-back meetings that take up your entire day leaving you with little time to get anything done. A five day sprint forces you and your team to focus and work towards something realistic by the end of the week.



**Manages your stakeholder expectations.** There is clear visibility and alignment from everyone on Day 1. Getting your stakeholders' buy-in early on and throughout the sprint discussions builds trust and respect between all parties.

**Learn fast, fail fast.** The sprint helps to obtain a clear vision of the goals upfront. It forces you to make critical decisions and solve complex problems fast. This means that you and your team can save months of design, engineering and development costs. The bonus? You'll be able to get your product to market faster because you focused on the right thing.

# 5 DAY DESIGN SPRINT MASTER CERTIFICATION



## 01 PROBLEM FRAMING

- Learn how to address relevant aspects of a problem
- Identify and capture stakeholders perspectives & assumptions
- Make sense of the customer needs, perceptions & expectations
- Engage your team towards a common purpose

## 02 DESIGN SPRINT 3.0

- Understand Customers Needs, outline & map their journey
- Work with constraints to spark ideas & rally a team to get the most out of the combined team expertise
- Sketch innovative solutions in no time
- Create a MVP
- Test with real customers

## 03 DESIGN SPRINT FACILITATION

- Learn the Design Sprint ground rules & mindsets
- Gain the ability to deal with disruptors : Prevention & Intervention
- Manage conflicts & difficult group dynamics
- Become self aware of your personal strengths & weaknesses
- Confidently run a Design Sprint



## 04 CERTIFICATION

This is a two step certification programme.

### Step 1

Pass the Theoretical Exam

### Step 2

Pass the practical Exam & Evaluation

On successful completion become a Certified Design Sprint Master!

For more information

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# Day 1: Problem Framing

A 1-day, intensive session to give you all the necessary tools and knowledge for framing the right problem and making your Design Sprint a true success.

***"Fall in love with the problem, not the solution"*** - Uri Levine, co-founder of Waze.

Design sprints aren't a one-size-fits-all solution, hence identifying the right problem up-front is crucial for any Design Sprint and we have seen many ambitious Design Sprints fail when the stage isn't set properly or there is no common understanding of the actual problem.

We will help you take all the steps in the right direction and learn how to address relevant aspects of a problem, engage your team towards a common purpose and gain the confidence that you are tackling a problem worth solving in the Design Sprint.

## KEY TAKEAWAYS

- ✓ Identify and capture stakeholders perspectives and assumptions
- ✓ Make sense of the customer needs, perceptions and expectations
- ✓ Learn to frame problems into actionable design challenges
- ✓ Align the team towards a common goal and purpose
- ✓ Gain the confidence that you are tackling the right problem worth solving in a Design Sprint

## OBJECTIVE

At the end of this phase you will have a clear picture of how to set a meaningful challenge for a successful Design Sprint.

## AGENDA

### Wednesday

- 09:00 Kickoff
  - Intro & Agenda
  - Typology of Design Sprints
  - Exploring the problem space
- 12:00 Lunch
  - 4W Framing
  - Research Synthesis
  - Problem Statements
- 17:00 Wrapup

“When the organizational structure of the business is a barrier – sprints can foster collaboration across the business and bring different groups together.”

- Alan Colville

Pre-work



Read the [SprintBook](https://thesprintbook.com) [thesprintbook.com](https://thesprintbook.com)



Come prepared for intense, hands-on activities

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# Day 2-3: Design Sprint 3.0

Designed to help you learn by practicing the tools & techniques within a design sprint.

This section covers the step-by-step process of Design Sprint Application to a given problem and you'll learn the tools & techniques of the same proven, structured framework that Google Ventures has used to design, prototype and validate solutions for Uber, Slack, Blue Bottle Coffee and more.

The workshop is fast-paced, hands-on, time-boxed and immersive. We'll move from an initial product idea to a hi-fidelity prototype we'll use to test on live customers. In 2 intensive days, you'll learn and practice different ideation techniques and the best methods to empathize with your customers, like Lightning Demos, Sketching, User Story Mapping, Prototyping and Customer Interviews.

## KEY TAKEAWAYS

- ✓ Understand customers need, outline and map their journey
- ✓ Work with constraints to spark ideas & rally a team to get the most out of the combined team expertise
- ✓ Sketch innovative solutions in no time
- ✓ Make critical decisions fast
- ✓ Create an effortless MVP
- ✓ Validate concepts

## OBJECTIVE

At the end of this phase you will have a hands-on experience as part of the Design Sprint team and you will learn all the best practices needed to run successful Design Sprints.

“The go-to for time-boxed innovation sessions with an emphasis on collaborative ideation, solution sketching, prototype building, and user testing.”

## AGENDA

### Monday

- 09:00 Intro and warm-up
  - Empathy
- **12:00 Lunch**
- Goals and Sprint Questions
- User Journey Map
- Lightning Demos
- Solution Sketching
- 17:00 Day 1 wrap-up

### Tuesday

- 09:00 Recap & warm-up
  - Decide
  - Storyboard
- **12:00 Lunch**
- Prototype
- Test
- Sprint Team Demo
- 17:00 Wrap-up

### Pre-work



Read the [SprintBook](https://thesprintbook.com) [thesprintbook.com](https://thesprintbook.com)



Download [DUCO](https://duco.newhaircut.com) [duco.newhaircut.com](https://duco.newhaircut.com)



Come prepared for intense, hands-on activities



Bring your laptops

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# Day 4-5 Design Sprint Facilitation

## A 2-day, design sprint training for Design Sprint Facilitators

Knowing what to do is one thing; performing is another.

You've read the Sprint book. You've attended or even organized a Design Sprint or two. You love the framework and feel confident in the value it brings. Now you want to take your ability to innovate to the next level by becoming a skilled Design Sprint Master/ facilitator.

In this experiential learning journey, you'll be thrown into the fire. In the span of 2 intense full days of immersive training, you'll learn how to plan the Design Sprint Week, communicate assertively, ask compelling questions, and encourage participation from multidisciplinary people.

You'll additionally benefit by:

- Managing difficult group dynamics by upgrading your mediation skills
- Keeping team members focused on critical discussions by bolstering your influential skills

In a simulated Design Sprint, you'll be challenged to play the Design Sprint Facilitator role while receiving immediate and actionable feedback from professionals like yourself -- seasoned Design Sprint practitioners.

## KEY TOPICS

- ✓ Design Sprint planning
- ✓ Design Sprint ground rules & mindset
- ✓ Nonverbal & para-verbal communication
- ✓ Asking the right questions
- ✓ Emotion management
- ✓ Conflict management
- ✓ Encouraging participation
- ✓ Decision making, focus & closure

## KEY TAKEAWAYS

- ✓ Understand the role and what makes a good Design Sprint Master.
- ✓ Learn the Design Sprint ground rules and mindsets.
- ✓ Gain the skills by facilitating two different Design Sprint phases and also, by observing other facilitation styles.
- ✓ Gain the ability to deal with disruptors: Prevention & intervention.
- ✓ Manage conflicts and difficult group dynamics.
- ✓ Self-awareness on your personal strengths & weaknesses.

For more information

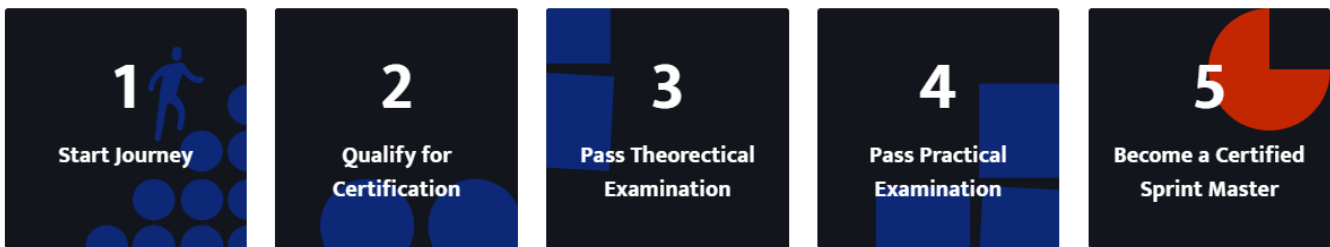
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# THE CERTIFICATION JOURNEY

This Design Sprint Master Certification Program is for advanced facilitators only, meaning that both design sprint knowledge and practical experience are a must.

Acquiring the knowledge by reading books, articles, or watching online videos can qualify you as a **Design Sprint Facilitator**. But, practical experience and valuable design sprint outcomes are needed to become certified as a **Design Sprint Master**.



Join a Design Sprint Training

## Qualify for Certification

Anyone with experience and design sprint knowledge can register for this certification program.

**Experience with design sprints** = has participated actively in a design sprint, has joined an in-person design sprint workshop or Bootcamp.

**Knowledge of design sprints** = has read the Sprint Book, has read the Google Design Sprint Kit or joined online or in person workshops.

Not qualified? We got you covered.

Become a Design Sprint Facilitator

## Pass Theoretical Examination

In order to become a Certified Design Sprint Facilitator, you will need to prove your knowledge and understanding of the framework by successfully passing the Theoretical Exam.

You will need to answer 76 multiple-choice online questions around these core topics:

- Design sprint prep
- Design sprint phases
- Managing the group dynamics



The successful completion of the DST exam will get you the **Design Sprint Facilitator Certificate!**

Become a Design Sprint Master

## Pass Practical Examination

After successfully passing the DST exam and running your first design sprints as a certified Design Sprint Facilitator, you qualify for the practical examination.

This time your facilitation performance will be evaluated by an independent Committee formed by one Train-the-Trainer expert & one Design Sprint Master.

You will need to submit to the Committee:

- A video of you facilitating
- A Design sprint report
- Two referrals from your sprint team



The successful completion of the DSP evaluation will get you the **Design Sprint Master Certificate!**

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“

Design Sprint is a Shortcut  
to Learning without  
Building & Launching”

# Let's talk!

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