



## HUMAN-CENTERED DESIGN & INNOVATION PROFESSIONAL

Website: https://neoand.com

LinkedIn: NEO&

P.O. Box 9230





### About Us

As a trusted partner in performance enablement, we empower organizations and professionals to achieve extraordinary results through innovation, collaboration, and human-centered design.

Our proprietary **ENABLES Framework** is the blueprint for success. Through its seven phases we craft tailored performance systems that align strategy, engage people, and drive lasting impact.

The **Performance Enablement System (PES)** is at the heart of what we do. With its five components it delivers performance into every corner of your organization, from vision to results.

We also empower professionals with **CPD-Accredited** certification programs, accredited by the CPD Standards Office UK for global credibility.

Join us to unleash your organization's potential, backed by our expertise, accredited programs, and a passion for excellence.



## NEOX

## Our Identity

#### **Vision**

To pioneer a future where organizations achieve extraordinary results through human-centered performance enablement and seamlessly integrating strategy and execution with innovation and collaboration.

#### **Mission**

We are a trusted partner in performance enablement, empowering organizations and professionals to achieve extraordinary results by delivering tailored performance enablement solutions and CPD-accredited certification programs that align strategy, engage people, and drive sustainable results.

#### **Values**

- Excellence
- Innovation
- Collaboration
- Human Centered
- Integrity



## NEOX

## Our Expertise

#### **Team Experience**

**+11** Years of Experience

#### **Client Impact**

- +7 Consulting Delivered
- +50 Organizations Reached
- **+250** Trainings Delivered
- +4,700 Training Hours
- +4,600 Professionals Trained

#### **Global Reach**

7 Countries Reached: Kingdom of Saudi Arabia, United Arab Emirates, Qatar, Jordan, Egypt, Malaysia, Indonesia





#### **CPD Accredited Programs**



NEO&'s **Accredited** certification programs from **CPD Standards Office UK** empower professionals to lead performance enablement, delivering globally recognized, practical skills aligned with the ENABLES Framework and PES. Designed to complement our consulting services, these programs: Strategic Planning, Balanced Scorecard and KPIs, Performance Analysis, Employee Experience, and Human-Centered Design and Innovation, equip leaders to drive strategic alignment, optimize metrics, and foster engagement, transforming organizations of all sizes with sustainable impact.













## Human-Centered Design & Innovation Professional



#### **Training Overview**

The **Human-Centered Design & Innovation Professional** is an immersive, practical training program designed to equip participants with the mindset, tools, and processes of human-centered design to drive innovation that starts with real human needs. Participants will explore the full human-centered design cycle from empathy to ideation, prototyping, and pitching, while learning how to segment users, build personas, map experiences, and frame problems effectively.

#### **Target Audience**

- 1. Innovation and Strategy Professionals
- 2. Product and Service Managers
- 3. Entrepreneurs and Startup Leaders
- 4. Human Resources Professionals
- 5.Team Leaders



## Human-Centered Design & Innovation Professional



#### **Course Outlines**

#### **Foundation**

- Discover the Climber
- The Climber-Mountain-Tools Theory
- Stories That Move
- Intro to Human-Centered Design

#### Intermediary

- Segmenting the Human Landscape
- Persona Building
- Journey Mapping
- Problem Framing

#### Advanced

- Ideation
- Prototyping
- Business Model Framing
- Pitch Practice



## Human-Centered Design & Innovation Professional





#### Program Schedule 2025

| Program Date                        | Program Time             | Language & Location                      | Price                | Discounted Price |
|-------------------------------------|--------------------------|--|----------------------|------------------|
| • 27 Jul - 31 Jul                   | • 18:00 - 22:00 KSA Time | <ul> <li>Arabic - Live-Online</li> </ul> | • <del>USD 900</del> | • USD 650        |
| • 31 Aug - 04 Sep                   | • 18:00 - 22:00 KSA Time | <ul> <li>Arabic - Live-Online</li> </ul> | • <del>USD 900</del> | • USD 650        |
| <ul> <li>05 Oct - 09 Oct</li> </ul> | • 18:00 - 22:00 KSA Time | <ul> <li>Arabic - Live-Online</li> </ul> | • <del>USD 900</del> | • USD 650        |
| <ul> <li>09 Nov - 13 Nov</li> </ul> | • 18:00 - 22:00 KSA Time | <ul> <li>Arabic - Live-Online</li> </ul> | • <del>USD 900</del> | • USD 650        |

## NEOX

## GETIN TOUCH

**Email Us** 

business@neoand.com

Call Us

+962 79 798 5818

+971 55 384 1940

Visit Our Website

www.neoand.com



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