



This badge was issued to [Anh Tran](#)  
on July 14, 2023

[Verified](#)

Celebrate



# Enterprise Design Thinking Practitioner

Issued by [IBM](#)

The earner has acquired knowledge of applying Enterprise Design Thinking and its value. As a Practitioner, the badge earner finds opportunities to try it out in their every day work.

[Learn more](#)

Learning

Foundational

Hours

Free

### Skills

DesignEmpathyExperience DesignIdeation

PWID-B0495200User-Centered DesignUser-Centric

User ExperienceUser ResearchUX

### Earning Criteria

- ... Able to discuss and apply basic Enterprise Design Thinking concepts.
- ... Able to identify opportunities to apply Enterprise Design Thinking.
- ... [EARN: Complete the online Enterprise Design Thinking Lessons, or IBM Approved course equivalent. You may also earn this through intimate in-person training and assessment. Contact IBM to learn more at \[designthinking@us.ibm.com\]\(mailto:designthinking@us.ibm.com\).](#)

### Standards

[Enterprise Design Thinking](#)

Enterprise Design Thinking is IBM's approach to applying design thinking at the speed & scale a modern enterprise demands. It helps our teams not only form intent, but deliver outcomes - outcomes that advance the state of the art and improve the lives of the people they serve.

### Evidence

Enterprise Design Thinking, Practitioner  
This person has completed the Enterprise Design Thinking Practitioner Online Education Program. Their achievement was validated by IBM Design Global through course completion and real-world application, and against the criteria set by the Enterprise Design Thinking Center of Competence.