

Trinity College Dublin
Coláiste na Tríonóide, Baile Átha Cliath
The University of Dublin

Trinity Micro-credential
Practical Frameworks for Innovation

7-weeks. Starts 3rd April 2027

Course Fee: €995

This Micro-credential is a 7-week programme all about problem-solving. It introduces three core frameworks that empower professionals to identify the right problems, generate creative ideas, and deliver innovative results. The frameworks are explored through powerful case studies, practical group exercises and the application to own-world challenges.

Creative Problem Solving

Creative Problem Solving, or CPS, is a structured approach for tackling complex challenges. It emphasises exploring the problem space thoroughly before rushing to a solution. The process involves a balance of divergent thinking (generating many ideas) and convergent thinking (making choices) at every stage.

Systems Thinking

Systems Thinking provides a "helicopter view" of an organisation and its wider ecosystem. It encourages you to map out interconnected elements and anticipate how changes in one area can ripple through the entire system. This helps to foresee both positive and negative consequences of decisions.

Design Thinking

Design Thinking is a human-centred approach that puts the needs of people at the heart of the solution. It is a highly iterative process that involves deeply understanding your users, generating creative ideas, and then prototyping and testing solutions with real people. This helps to ensure that new products and services truly meet a need.

Case Study: Coke v Pepsi

in the 80s Coca-Cola introduced "New Coke" in response to Pepsi's taste challenge. A knee-jerk reaction, it failed to explore the problem correctly and received over 400k customer complaints - a costly mistake. Had they slowed down and gathered some data before taking action they would have learned customers prefer higher sugar drinks (i.e. Pepsi) only in small quantities.

Case Study: Japenese Knotweed

Japenese Knotweed was introduced to Europe in the 19th century as a way to reduce soil erosion at riverbanks and railway lines. If changemakers had taken into account the wider ecosystems at play and the potential related impacts, they might have avoided the resulting biodiversity loss and structural damage from this invasive species.

Case Study: Michigan State Uni

Instead of paving footpaths on its new campus immediately, Michigan State University waited to see where students and teachers naturally chose to walk. By observing these "desire lines," the university was able to understand the users' needs and pave the paths in the most useful and effective locations. An example of prototyping and testing to truly empathise with users over time.

The micro-credential is a 7-week accredited professional qualification worth 5 ECTS. This formal recognition from Trinity College Dublin signifies a high standard of professional development and assures your investment.

click here to visit the course webpage for more



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Week 1: Saturday, 3rd April (10-3pm) in person
Weeks 2–6: Wednesday evenings, 7th April – 5th May (6-9pm) online
Week 7: Saturday, 15th May (10-3pm) in person

Investing in the Practical Frameworks for Innovation micro-credential provides you, your organisation and teams with a powerful return, developing the essential tools and skills to identify problems, generate creative solutions, and implement change effectively. The toolkit can be applied across a multitude of scenarios and, together with the shift in mindset, can become an integral part of your ways of working that deliver results long into the future. The Micro-credential is a 7-week accredited professional qualification worth 5 ECTS. This formal recognition from Trinity College Dublin signifies a high standard of professional development and assures your investment.

Driving Tangible Business Outcomes

This micro-credential is designed to move beyond abstract theory and focus on real-world application. By the end of the 7-weeks, participants will be able to:

- **Solve the Right Problems:** Learn how to use Creative Problem Solving to move beyond "knee-jerk reactions" and systematically identify the core issues your business needs to address. This saves valuable time and resources by preventing investment in solutions to the wrong problems.
- **Mitigate Unintended Risks:** Gain a "helicopter view" of each challenge and its ecosystem through Systems Thinking. Participants will learn to map interconnected elements, anticipate both positive and negative ripple effects of change, and make more informed, resilient decisions.
- **Deliver True User-Centric Solutions:** Empower your team to apply Design Thinking principles to deeply understand customer and user needs. By focusing on empathy, iterative prototyping, and testing, you ensure that new products, services, and processes are genuinely adopted and create lasting value.
- **Cultivate a Collaborative Culture**: Equip your people with the skills and confidence to facilitate group sessions that bring collective perspectives and diverse contributions into the heart of problem-solving and idea creation.

> “I came away with practical insights and tools that I can confidently apply in my day-to-day work and have already started to see a positive impact in how I approach challenges and problem-solving. It was a genuinely valuable and enjoyable learning experience. I would strongly recommend it to anyone interested in developing practical, applicable innovation skills.”

Dr Laura Quinn, Scientific Project Officer
Research Ireland

> “Are you wondering how you can make that change? Well, then this course is for you! Participating will help you feel comfortable with being stuck, just enough until you can find out what brought you there, and figure out ways to move forward towards a solution. I wish I did this course two years ago, but it didn't exist back then!”

Eli Babei, Resource and Project Manager
Codema - Dublin's Energy Agency

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