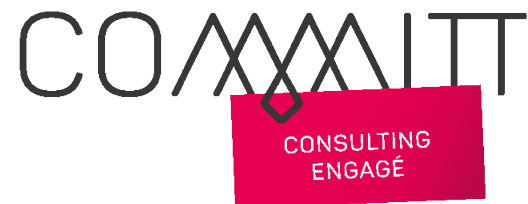


COMMITT  
**THINKING WAYS**

Get the right frame of mind



# 1. What's Design Thinking

Design Thinking makes ideas **tangible**.

Design Thinking is a **user-centred** approach to problem solving.

Design Thinking **stimulates** you to look at situations differently and come up with new solutions.

Design Thinking **leverages** the group to reach out new ideas and build upon the existent.

## 2. Our approach

### Understand the experience

Observe people behaviours and emotions to understand their motivations and their needs.

### Collect insights and reframe to ideate

define the RIGHT problem to solve, then brainstorm to find ideas of solutions and select the most relevant ones.

### Build to think, test to validate

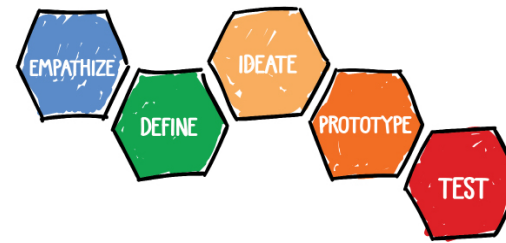
An idea is not a solution as long as it doesn't prove that it solves the problem. bring your idea to life and test it with your target group.

We combine **Design Thinking**,  
**Human-Centred Design** and  
**System Thinking** to design  
solutions that work:

# 3. Every problem has its own thinking

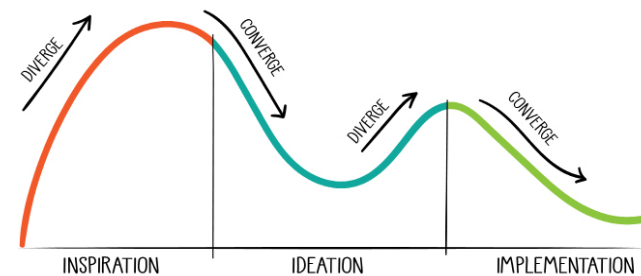
## DESIGN THINKING

to build solutions that people like  
for corporate



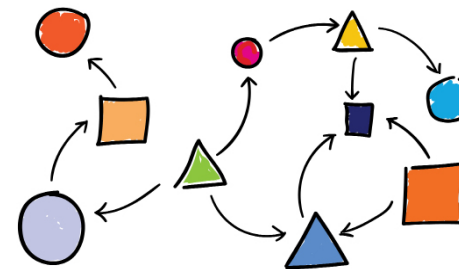
## HUMAN-CENTRED DESIGN

to design solutions that people needs  
for social innovation



## SYSTEMIC DESIGN

to build solutions that change people behavior  
for public policies



# We are your **reliable** **committed consultant team.**

We are a community of people with different backgrounds and experiences. We have common values and language and we are committed to design a better world. We also collaborate with nationals and international partners to better answer our customers needs.

We operate in:

Entrepreneurship

Human resources management

Business innovation

Social innovation

Healthcare

Governance

Education

Marketing & communication

## 4. Our team



**Ines Cheniour**  
Founder of Committ,  
Senior consultant and trainer

*"We believe in human capacities to learn how to grow."*

Design thinker and communication strategist, Ines combines strategy, communication and systemic design thinking in a holistic approach to come up with innovative methods, training approaches and intuitive problem-solving tools.

For her, every problem is an opportunity for change. She strongly believes in human resourcefulness and in organic sustainable growth. She capitalises on every single experience for a zero waste of energy to design life.

## 4. Our team

Here is a selection of partners,  
COMMITT has a pool of several consultant & trainers  
that collaborate depending on the mission requirements



**Hanen El Ghali**  
Governance  
& social innovation



**Haifa Ben Saoud**  
Design Thinker



**Imen Jeni**  
Management  
& entrepreneurship



**Ahlem MEMMI**  
creativity  
& branding



**Asma MEMMI**  
System thinking  
& design



**Sabri Ouni**  
Agile  
& IT entrepreneurship



**Housseem Kaabi**  
cybersecurity  
& social innovation



**Rihab Tawes**  
Agri-entrepreneurship



**Malek Derbel**  
design Thinker



**Ramzi Laamouri**  
Healthcare,  
politics & culture



# 5. We Commit, we do

## **CUSTOMIZED TRAININGS**

Tailored to your own goals, and based on the right mindset, we design special trainings for your organization.

## **REGULAR TRAININGS**

We provide regular program of trainings to educate more about design thinking to develop your own competencies.

## **TRAININGS FOR PROFESSIONALS**

We provide trainings for consultants, trainers and professionals who would like to add a set of design tools to their methodology.

## **CONSULTANCY FOR CORPORATIONS**

- Design Thinking for HR
- Research & Development strategy support

## **COACHING FOR ENTREPRENEURS**

- Coaching sessions
- Project assistance
- Capacity building

# 5. We Committ with them



DESIGN THINKING  
FOR INNOVATION



La vie est émotions

EMPATHY  
AND CREATIVITY



DESIGN THINKING  
FOR ENTREPRENEURSHIP



SYSTEMIC DESIGN THINKING  
FOR GOVERNANCE



Sofrecom  
The Know-How Network

DESIGN THINKING  
FOR HR



DESIGN THINKING  
FOR BUSINESS INNOVATION



DESIGN THINKING  
FOR INTRAPRENEURSHIP



SYSTEMIC DESIGN  
FOR SOCIAL IMPACT



DESIGN THINKING  
FOR SOCIAL INNOVATION

**Design Thinking** is about **doing**,  
let's start **together** today.