Garnet
Garnet Global Training Center

GGT-ER-122

Entrepreneurship, SMEs & Family Business

Customer Discovery & Validation

اكتشاف العملاء والتحقق من الفكرة

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Participants in Customer Discovery & Validation practise the methods, tools and standards they need to perform reliably and solve problems on the job. Start, grow and govern businesses, from first idea to family succession. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Apply the methods and standards of Customer Discovery & Validation to real tasks.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.

Who should attend

Founders, SME owners, family business members and innovation managers. Practitioners with one to five years of experience benefit most.

Key topics

- Business models and planning
- Funding and investors
- Growth and scaling
- Governance and succession
- Digital go-to-market
- Financial basics for owners

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Customer Discovery & Validation: principles and standards

- Growth and scaling
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Governance and succession
- Digital go-to-market

Day 3 Diagnosis and problem solving

- Financial basics for owners
- Regional and international case studies

Day 4 Quality, safety and documentation

- Business models and planning
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Funding and investors
- Group discussion and peer review

10-day outline

Day 1 Customer Discovery & Validation: principles and standards

- Growth and scaling
- Common mistakes and how to avoid them

Day 2 Methods and tools in practice

- Governance and succession
- Digital go-to-market

Day 3 Diagnosis and problem solving

- Financial basics for owners
- Regional and international case studies

Day 4 Quality, safety and documentation

- Business models and planning
- Checklists and templates to take away

Day 5 Workshop, assessment and action plan

- Funding and investors
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Hands-on workshop on a workplace challenge

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
11–15 Jan 2027	5-day online	Live online	Arabic	2,950
21–25 Jun 2027	5-day classroom	Casablanca	English	4,750
15–26 Aug 2027	10-day classroom	Amman	Arabic	8,950
1–5 Nov 2027	5-day classroom	Istanbul	English	4,750
16–27 Jan 2028	10-day classroom	Kuwait City	English	8,950
10–21 Apr 2028	10-day online	Live online	English	5,450
14–18 Aug 2028	5-day classroom	Dubai	English	4,750
11–15 Dec 2028	5-day classroom	London	English	4,750
16–20 Apr 2029	5-day online	Live online	English	2,950

Dates	Format	City	Language	Fee (USD)
9–13 Jul 2029	5-day classroom	Paris	English	4,750
2–6 Sep 2029	5-day classroom	Doha	English	4,750
17–28 Dec 2029	10-day classroom	Kuala Lumpur	English	8,950
15–26 Apr 2030	10-day classroom	Abu Dhabi	English	8,950
1–12 Jul 2030	10-day online	Live online	English	5,450
21–25 Oct 2030	5-day classroom	Vienna	English	4,750
9–13 Dec 2030	5-day classroom	Casablanca	Arabic	4,750

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/