



Program Summary

The workshop inculcates innovation & creative thinking providing the tools one needs to become an innovative thinker and uncover creative opportunities that are there, however not seen immediately. The workshop provides an overview of design thinking and work with a model containing four key questions and several tools that helps understanding design thinking as a problem-solving approach. Several case studies from different organizations that used design thinking to uncover compelling solutions are used to develop an understanding of the methodology.

Learning Objective:

- What design thinking is and when to use it
- Mindset required for Design Thinking
- How to prepare to see and take action when opportunity arises
- How to use design thinking to generate innovative ideas
- How to take the many ideas you generate and determine which ones are likely to produce specific, desired outcomes

Learning Takeaways

- Preparing your mind for innovation
- Ability to visualise ahead time
- Business Model innovation
- Exhaustive case studies of 3 different industries to demonstrate implementation of Design Thinking Principles

Pedagogy & Methodology:

- Experiential learning through interactive management lectures, storytelling, and corporate case studies
- Group task / Break-up room tasks (in case of online)
- Group discussion and presentation

