# Design Thinking

25 October 2024 10:00 AM - 25 October 2024 05:30 PM

## Brief Overview:

In the current Global VUCA (Volatile, Uncertain, Complex & Ambiguous) and localIndian economic environment, enterprises / organizations are looking to adapt andevolve their business models to meet the ever-growing challenges and opportunities.Engaging Stakeholders, Exploring Solutions and Evolving Out-of- Box Products &Services via `DESIGN' Thinking, can help in their businesses towards exponentialprofits.

`DESIGN' (Discover, Evolve, Strategize, Innovate, Grow, & Nurture) Thinkingprovides all Industries an opportunity to re-invent their new Entrepreneurial DNA!We're talking about a DNA that's powerful enough to offer enterprises / organizationswith a readiness approach and avenues for exponential growth! Customer Advocacy,Customer Centricity and Customer Experience Management are the day-to-day mission critical tasks / activities of the industries, includes nurturing their customer segmentsby product / service offerings with value proposition

Embracing a `DESIGN' Thinking Entrepreneurship approach with an e-DIP-TFramework (Empathy, Define, Ideate, Prototype, & Test) across the Enterprise /Organizational Pyramid of Roles creates an Innovation Ecosystem boosting ResultsOrientation to offer Inventive and Innovative Customer Centric Products / Services toget a Balanced Score Card with Profit-Pools by KaiZen (Continuous Improvement)and BPR (Business Process Reengineering)!

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## Session content:

- DESIGN Thinking For Innovation, Transformation & Disruption! - WorkShop &Participants' Introduction
  IDEO's Human Centric Design (HCD) & Five Phase DT Process: Discovery, Interpretation, Ideation, Experimentation & Evolution With Organization Focus!
  Stanford Design School's DT Spaces (Empathy, Define, Ideate, Prototype & Test) Concept Walk-Through & Template Overview
  Design Thinking: Before You Begin! What Is? What If? What Wows? What Works? & Overview of Design Thinking Top 10 Tools
  Stanford Design School's DT Spaces - Topical / Thematic Process Walk-Through Example: Organization Wide Innovation By Internal Stakeholders To Drive Business & Key Account Management With External StakeholdersLeading To Customer Advocacy!
  Design Thinking - Visualization - Key Concepts & Examples
  Design Thinking: Empathy Map Canvas & Customer Journey Maps - ThreeZones, Key Elements &

Example
Value Chain Analysis - Value Chain Model - Value Chain Analysis For Cost & Differentiation Advantage - Limitations of Value Chain Analysis
MindMap: Design Thinking Tool Design Thinking: Divergent & ConvergentModes of Thinking - Top 3 Ideation
Techniques - BrainWriting, BrainStorming & SCAMPER!
New Product / Service / Concept Development

Design Thinking: Experiment & Riskiest Assumption Canvas
Design Thinking: Rapid Prototyping Model
Design Thinking Co-Creation & Types; Principles of Co-Creation; Value &Forms of Value Co-Creation
Design Thinking, Doing & Practice! Learning Launch Process
Design Thinking Project - Participants' Elevator Pitch! StoryTelling - Product /Services / Process Business Value Proposition!

## For Whom:

- DESIGN Thinking & Innovation Is Industry Agnostic! (Not Particularly Meant For Any Specific Industry! Hence, Certification Benefits Any Employee Across Industries!) Open for Employees from across Industries, Domains, Verticals, Departments, Divisions and Functions Course equally good for Universities & Colleges, With Participants From All Departments! Even Students across different study streams can attend this session to gain insights about becoming a creative mindset personality! All Designations, Roles & Responsibilities across the Organization Hierarchy can benefit equally from this unique program that is open to all Student and Corporate Community

## Key Takeaways:

- What is Design Thinking?
- Frameworks for Design Thinking
- Doing & Documenting Design Thinking Ideas For Action!
- What are Design Thinking Competencies, Skills & Goals?
- Macro-Level Overview of Top 10 Design Thinking Tools For Business / Product / Service Innovation!

## Facilitator profile:

**CHANDRASEKAR PANDYAN**

**Certified Coach, KM & Innovation Evangaelist, Design Thinker & Story Teller**

**AREAS OF EXPERTISE**

Design Thinking & Story Telling Innovation, Creativity, KM & Bi Digital Transformation & Marketing Organization Change & Transformation - Management-Balanced Score Card (BSC)

## SUMMARY

Chandrasekar Pandyan has a demonstrated history of 30+ Years working in the Strategy Execution Business & Management Consulting Industry driven by Design Thinking, Story Telling Creativity & Innovation Excellence influencing a healthy Enterprise Balanced Score Card! Organizational Change Agent With Executive & Leadership Presence: 'Solution Selling Expert from Sweden-Mercuri Goldmann International driving Business Results Orientation With Execution Excellence For Enterprise Rol Situational Leadership Practitioner of Ken Blanchard, USA Framework for Enterprise People Connect & Collaboration aligned with Performance Management For Enterprise Results, Outcomes & Outputs Improving Efficiency & Effectiveness

## CERTIFICATIONS

Certifications Knowledge Manager-CKM International Knowledge Management Institute, IKMI, USA & Top-50 Impactful KM Professionals - From World Education & Global Knowledge Management Congress Six Thinking Hats & Lateral Thinking- Certificate of Merit-Edward de Bono Systems, USA

Design Thinking, Story Telling & Innovation - Harward Advisory Council Member (HBP & HBR) Extraordinary Coach - Zenger Folkmann, USA

## WORK EXPERIENCE

Fidelity Investments: Director - Innovation & Knowledge Management Mindtree Consulting: Program Director - Knowledge Management Intel Corporation: Group Head - Enterprise Knowledge Management Virtusa Corporation: Global - Knowledge Management

## Fee Details:

- **Fee Details**
- Member amount : Rs 1800.00- (Including 18%GST)
- Non Member amount : Rs 2400.00- (Including 18%GST)
- Total Member count :