Design Thinking - Batch 2

24 October 2024 10:00 AM - 24 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)!

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:

- 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!

Key Takeaways:

Facilitator profile:

CHANDRASEKAR PANDYAN

Design Thinking & Story Telling Innovation, Creativity, KM & Bi DigitalTransformation & Marketing Organization Change & Transformation - Management-Balanced Score Card (BSC)
SUMMARY
Chandrasekar Pandyan has a demonstrated history of 30+ Years working in theStrategy Execution Business & Management Consulting Industry driven by DesignThinking, Story Telling Creativity & Innovation Excellence influencing a healthyEnterprise Balanced Score Card! Organizational Change Agent With Executive &Leadership Presence: 'Solution Selling Expert from Sweden-Mercuri GoldmannInternational driving Business Results Orientation With Execution Excellence ForEnterprise Rol Situational Leadership Practitioner of Ken Blanchard, USA Framework for Enterprise People Connect & Collaboration aligned with Performance ManagementFor Enterprise Results, Outcomes & Outputs

Improving Efficiency & Effectiveness

CERTIFICATIONS

Certifications Knowledge Manager-CKM International Knowledge ManagementInstitute, 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 MindtreeConsulting: Program
Director - Knowledge Management Intel Corporation: GroupHead - Enterprise Knowledge Management
Virtusa Corporation: Global - KnowledgeManagement

Fee Details:

- **Fee Details**
- Member amount : Rs 0.00- (Including 18%GST)
- Non Member amount : Rs 0.00- (Including 18%GST)
- Total Member count :