



## MADRAS MANAGEMENT ASSOCIATION

Presents

One Day Workshop on

# Design Thinking

Date : Wednesday, 25th June 2025

Time : 10:00 AM - 5:30 PM

Venue : Madras Management Center, Chennai

## Workshop Objective

- In the current Global VUCA (Volatile, Uncertain, Complex & Ambiguous) and local Indian economic environment, enterprises / organizations are looking to adapt and evolve 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 exponential profits.
- 'DESIGN' (Discover, Evolve, Strategize, Innovate, Grow, & Nurture) Thinking provides all Industries an opportunity to re-invent their new Entrepreneurial DNA! We're talking about a DNA that's powerful enough to offer enterprises / organizations with 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 segments by product / service offerings with value proposition

- Embracing a 'DESIGN' Thinking Entrepreneurship approach with an e-DIP-T Framework (Empathy, Define, Ideate, Prototype, & Test) across the Enterprise / Organizational Pyramid of Roles creates an Innovation Ecosystem boosting Results Orientation to offer Inventive and Innovative Customer Centric Products / Services to get a Balanced Score Card with Profit-Pools by KaiZen (Continuous Improvement) and BPR (Business Process Reengineering)!

## Workshop outline

- 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 Stakeholders

### Leading

- To Customer Advocacy!
- Design Thinking - Visualization - Key Concepts & Examples
- Design Thinking: Empathy Map Canvas & Customer Journey Maps - Three Zones, 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 & Convergent

### Modes 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!
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- 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
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- 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!



## **CHANDRASEKAR PANDYAN**

**Certified Coach, KM & Innovation Evangelist, 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 - Harvard 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

**Rs. 2200 + 18 % GST**

**for non-MMA members**

**Rs. 1750 + 18 % GST fee**

**for MMA members**

Early bird 5% for  
nominations received with  
participation fee on or  
before 18th June 2025

\*Fee once paid will not be  
refunded.

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