

Driving Innovation Through **Design Thinking**



People who can solve thorny business problems for their customers are valuable assets to their organizations. This simulation-based course helps leaders develop their abilities to identify problems, generate ideas, design solutions and drive greater value to customers by thinking beyond the boundaries of tried and tested possibilities.

What Modern Managers Need

Successful organizations are those that are ready to face the challenges of the future even as they tackle the problems of the present. Such organizations thrive on enabling and encouraging their people to think creatively using the design thinking methodology which gives them both structure and freedom.

Key Takeaways

- Describe the fundamentals of Design Thinking
- Solve complex challenges through the process of structured design thinking
- Identify ways to drive innovation in your organization and deliver stellar value to customers
- Generate ideas to build a culture of innovation in your teams and in your organization

Design Thinking

The Design Thinking Simulation is designed to help learners change the way they approach problems and problem solving. The simulation puts learners in the role of a leader of a business that has been facing severe growth concerns and challenges them to achieve rapid growth and great customer experience in a short span of time.

Course Outline

- Examples to show how businesses have harnessed Design Thinking
- The Design Thinking process
- Critical elements of Design Thinking
- Types of innovation
- Steps and barriers to implementing innovation
- Simulation Play
- Debrief session

Competencies Covered

- Innovation
- Creativity
- Problem Solving
- Customer centric solutioning

Learning Format


ILT
(WORKSHOP)


VILT
(WEB BASED)


SELF-PACED
COURSE