

# **Program Name: Design Thinking Approach for Innovative Organisations**

**Duration of the Program: 2 Weeks, Residential Program**

**Program Dates: 22 August 2022 – 02 September 2022**

## **1. Program Rationale:**

Human evolution is a great example of continuous learning. In the current dynamic environment, organisations are also evolving and the key to survival and growth is continuous learning. The world of Learning & Development are taking a new meaning in the context from engaging & training employees to enthusing and inspiring a mind-set change by nurturing hands, head and heart with the necessary skill, thinking & attitude.

It calls for a scientific intervention that address all the key aspects of learning organisation-innovation, capacity building and resource optimization by focusing on – customers (both external & internal), collaboration, communication, creative and a culture for innovation. The string that ties all these together is design thinking.

Design thinking being a human centric approach, one can focus deeply upon market and stake holder / customer needs thus leading all the members in an organisation to be innovative (original thinking, problem solving), Leader (understanding self-others-environment and manage seniors better) & Entrepreneurial (decision making, networking connecting & communicating) & Develop Skill i.e. analysis and synthesis, initiative taking, adaptability social – moral values, persistence & grit, working in team etc. of employees, resulting into enhanced engagement, efficiency and effectiveness with the internal and external customers.

Design thinking is a methodology that pulls the internal / external customer experience at the centre of the program. **Design Thinking supports and encourages collaborative creativity to solve problems in a holistically and user- centred way. Unconventional paths are thereby welcomed.** Thinking like a design mean studying how stake holders work, developing persons and profiles to understand the different demographics, the work environments and the specific challenges / opportunities they face. It also means generating ideas, creating & testing prototypes and fine tuning solutions until they are optimized. It includes behavioural economics, growing customers into clusters based on their needs, drives values behaviour, power and desires; using technology, focusing on users experience and so on By focusing on stake holders experience designed to appeal to these different segments, companies can enjoy higher employee retention, and customer get better service. In fact, applying design thinking to their and others process also helps participants develop new skills and become more effective in their jobs.

## 2. Program objectives :

The goal of this course is that participating professionals acquire Design Thinking skills. This is a workshop-based course where participants learn by doing. Nowadays, policy makers along with conventional product and industrial design firms and professionals also use design-thinking approach to develop scalable and impactful product, service and policy interventions. It is also used to solve so called “wicked problems” – problems for which neither question nor the answer is well defined. Hence keeping these practical aspects in background, the learning Objectives are as follow:

- Develop a human-centric mind-set while designing, innovating, developing, and testing solutions for new products, services and processes
- Understand the role of innovation in the digital era and drive disruptive innovation
- To sensitize participants with research acumen to conduct studies for user centred design development.
- Create a design thinking culture to drive innovation in an organisational setup
- Envisage innovative solutions individually and in teams for maximising business impact
- Develop the ability to create and test prototypes that are customer-centric and innovative

## 3. Program Contents:

**In light of program objective, the learning enabling strategies would be using the** workshop mode engagement. Learning will primarily be experiential in nature – through case analyses, group exercises, and a team project. Program broadly includes the following components namely design thinking tools and templates. Course components are area and domain agnostic and would be suitable to cater the diverse background of participants. These components are as follows.

- **Empathize** - Personas, empathy map and user feedback
- **Define** - Point of view, how might we, stakeholder map, customer journeys, context map and opportunity map
- **Ideate** - Ideation techniques (e.g. Brain writing, Nyaka method, What if,

etc.), sketches, prioritization matrix, affinity diagram and idea evaluation matrix

- **Prototype** - Physical prototypes, wireframes and storyboards
- **Test** - User feedback, observation and evaluation matrix

The above learning milestone can be segmented into following phases.

- a. Phase I – Define and Ideate: Design thinking problem/possibilities finding stages through mentored sessions interwoven with hands-on assignments and projects- observation, empathy, curiosity, customer centricity. Analysis & Synthesis of data for collective problem/possibility articulation
- b. Phase II – Prototype & Build MVP: Design thinking problem/possibilities solving stage through mentored sessions interwoven with hands-on assignments, and the project presentations and discussion on mini project using – Lateral Divergent, Abductive Thinking: Rapid prototyping in sales solutions; testing engaging customers in the product-service-experience creation process.
- c. Phase III – Test Analyse & Reiterate: Field visit to any or all- industry / Academia visit/ Government organisation visit. Curated Public Policy review for design thinking based intervention.
- d. Phase IV – Pitch the Solution for Scalable impact growth: Showcasing success- Presentations with discussions, Industry best practices, Case studies, Debriefing.

#### **4. Instructional Strategy:**

The approach shall be hands- on, learning by doing and experiential i.e. 60% emphasis shall be on doing i.e. through one guided project on live situation, field visit, expert interactions 20% on theoretical classroom inputs, 20% on case discussion (print, audio visual) & presentations, group work.

- **Teaching Pedagogy**
  - Case studies
  - Lectures
  - Discussions
  - Hands-on group exercises
  - Ideation Sprint
  - Videos