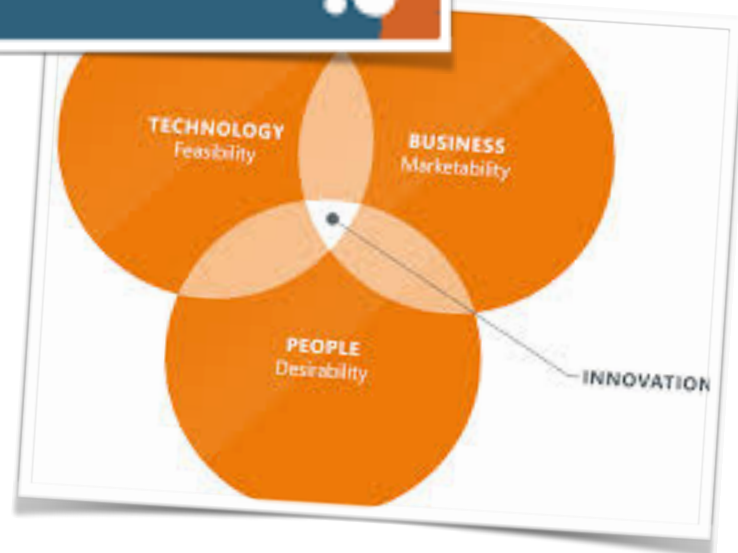# Design Thinking

To design the future effectively, you must first let go of your past.
Charles J. Givens

Time to unlearn & bring in

fresh perspective in design.

DESIGN THINKING

WHAT IS DESIGN THINKING?

Design Thinking is a design methodology that provides a solution-based approach to solving problems. It is not an eye opener giving a 360* perspective of a problem but it encourages mind shifts of the problem solver from sympathy to empathy.

WHY DESIGN THINKING ?

Ever wondered how some business houses rule the world? Design Thinking can be attributed to the success …so we bring to you the Global success secret to help your associates have the cutting edge knowledge to become best solution provider for the clients.

WHO SHOULD ATTEND?

Design Thinking attracts a global mix of leaders and managers from corporates, start-ups, government and the third sector.
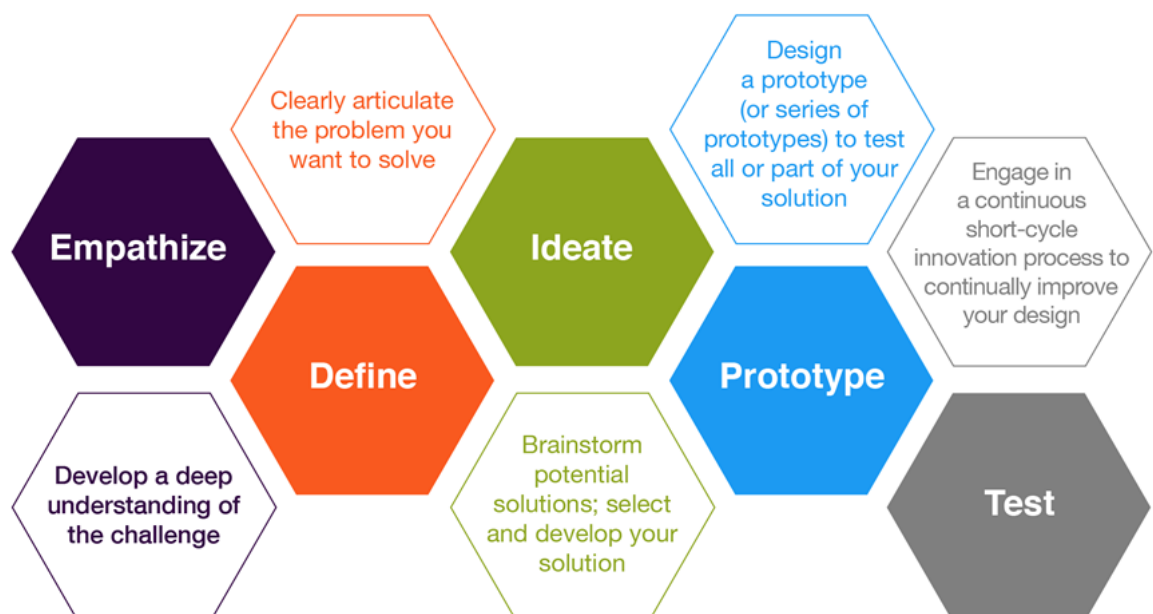
If you want to shift your game to the next level or it's your job to implement and drive innovation then this workshop is for you.

DURATION

Its a 1 day and/ or 2 day session

Course coverage:

From Empathy to Insights

Convergent and Divergent Thinking

Defining the problem with How May We

Ideating Process

Rapid Prototyping

Receiving Feed back & Iterations

WHAT YOU'LL LEARN

You'll learn how to be a design thinker. And by the end of the course, you'll have the skills, tools and confidence you need to drive change across your business.

"A fantastic day spent, well worth the investment in both financial and personal time!"

LEARN HOW TO:

1.   Empathise with your customer.

2.   Use observational techniques to gain deeper insights into

your end users.

3. Engage design thinking and design thinking tools.

4. Prototype ideas and select the best ones.

5. Empower others in your organisation to co-create and use design thinking.

A Framework for Design Thinking

1. Discovery
Choose an affirmative, strategic topic. Gather data. Understand & empathize with unmet needs.

2. (Re)Frame opportunity
Look for patterns & insights. Question assumptions. Frame your POV. Define your scope.

3. Incubate
Switch gears. Feed your brain with diverse stimuli. Meditate. Sleep on it.

4. Ideate/illuminate
Experiment. Explore possibilities. Envision a desired future. Co-create in diverse team. Make your ideas visible.

8. Iterate & Scale
Evaluate. Learn. Create. Innovate.

7. Deliver
Final testing, approval and launch.

6. Rapid Prototype /test
Think big, act small, fail fast; learn from end-users and refine.

5. Evaluate/Refine ideas
What is desirable, feasible, viable about your ideas? What are the constraints?

Plant
Grow   Harvest

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