



# Design Thinking



## Overview

Organisations fail when they attempt to pitch their offerings to market- which does not have the required demand for it. This is because we are focused on 'Doing the Things-Right', than 'Doing the Right Things'. Design thinking, utilizes elements like empathy and experimentation & encourages individuals to create innovative solutions to address the 'Right Things' and collaborate better- with others- to develop improved iteration processes, resulting in generating better results.



## Learning Outcomes

Design Thinking, has the potential to do for innovation, what TQM did for manufacturing! This workshop will help you design the design, and enable you to understand the conflux of Feasibility, Viability and Desirability. It will facilitate you to think like a designer to transform the way your organization develops products, services, processes and strategy.



## Your takeaways

1. Meaning of Design Thinking
2. Application of Design Thinking in day-to-day life
3. The Five Steps to Design Thinking process
4. Apply the steps through practical method
5. Learn how Design Thinking applies to your Business



## Program Details

- 120 + 120 + 120 mins
- Pre and Post work essential
- Delivered by expert facilitators
- Open to all
- English language only

**Rs. 3,500**

+ 18% GST  
per participant per course

