

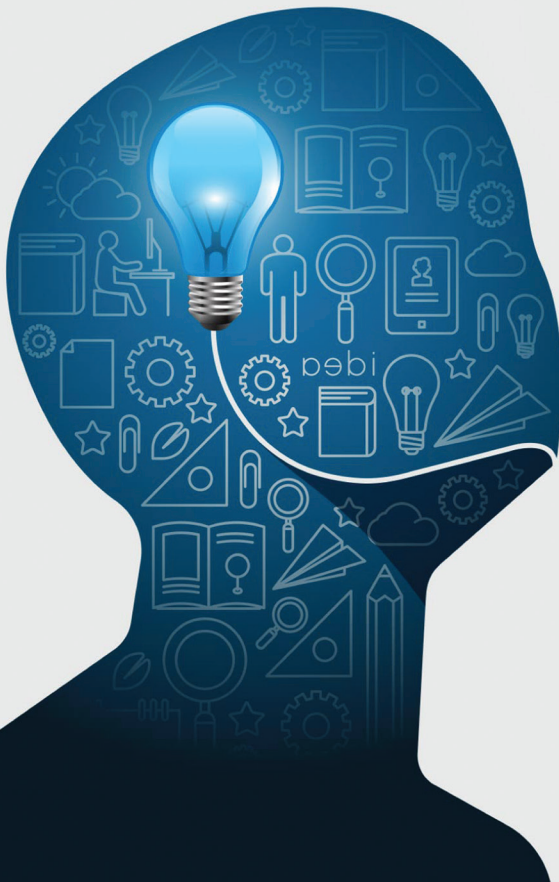


- # Management Development Programme

On

APPLYING DESIGN THINKING FOR INNOVATION EXCELLENCE

**24TH & 25TH
NOVEMBER
2022**



XAVIER INSTITUTE OF MANAGEMENT & ENTREPRENEURSHIP
Bangalore

OVERVIEW

In today's growing complexity of technological advancements and demanding User Requirements, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways – it is increasingly common in organizational innovation initiatives. Industry practitioners of Design Thinking include US Department of Defence, Israeli Aircraft Industries, Boeing, Maruti Suzuki, Apple, Google, Uber, AirBnB, IDEO, Samsung, Nike, Procter & Gamble, SAP, Singapore Airlines and DBS Bank.

Design thinking is a human-centred, iterative problem-solving process of discovery, ideation, and experimentation that employs various design-based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge. This method combines both analytical and creative approaches to generate innovative solutions.

Design Thinking is one of the most fascinating concepts currently under discussion in Technology Innovation. Whether customers, managers, scientists or engineers, all are facing an increasingly complex customer needs, driven by fast technological development and dramatically increasing diversity in culture and lifestyles, which made every user's requirements completely unique. Design Thinking, rooted in the combination of technology and human-centeredness is presently the only available design tool to handle this complexity. Organisations that succeed are the ones that work out what they can uniquely give to the world – not just products to meet their needs, but their excellence and their ability to make their customers experience happiness while putting them to use. Innovation is the most powerful force for achieving this excellence. Innovation combined with and driven by Design Thinking can be the only way to truly meet customer's tacit and explicit needs. Design Thinking helps innovators to deal with these paradoxes of needs and drive their innovation around a new value system and create infinite possibilities meeting customer's desires.

In this comprehensive training programme on Design Thinking, the participants will be exposed to solving problems by building empathy through various Empathy Mapping techniques, generating ideas, prototyping and testing new concepts in design before final implementation with an ultimate objective to achieve Innovation Excellence.

KEY TAKEAWAYS

- Acquire a deep understanding of the Design Thinking principles, process and tools
- Apply the Design Thinking methodology and tools to generate breakthrough ideas and co-create an improved customer experience journey
- Achieve Excellence in Innovation by becoming a more empathetic Designer of Products and Services

TOPICS

The programme covers topics such as:

- Key Concepts & Principles of Design Thinking
- Using Design Thinking for Design of Products and Services design
- Framework for design thinking
- Application of Design Thinking to Engineering Design
- Creating Empathy Maps, Customer Journey Maps and Affinity Maps
- Process of Ideation and Synthesis
- Case studies of design thinking at major Engineering Industries & Research Laboratories
- One Practical Design Exercise using Design Thinking Methodology leading to Innovation Excellence and many other relevant topics, exercises and cases.

PEDAGOGY

The programme will be conducted in a workshop mode using relevant case studies, exercises and other study material.

TARGET AUDIENCE

This Programme is intended for Engineers, Managers, Researchers and Designers engaged in Design/Delivery of Products and Services regardless of their experience and field of operation, who are keen to systematically improve their Design Thinking Methodology through greater Customer Understanding and Co-Creation with the customers.

FEE STRUCTURE: –

Per Delegate- Rs 7500/- + GST (18%)

15% Discount for 3 or more delegates from the same organisations.

Mode of Payment: Cheque / DD / NEFT / Paytm.

PROFILE OF FACULTY

Prof. NMK Bhatta: Prof. Bhatta is the Dean (Research) at XIME, Bangalore and formerly, a Professor and Chairperson of Industry Interface and Executive Education at IIM Indore. He has more than 44 years of practical experience in the field Defence Innovation, Product Innovation and Design Thinking. He had undergone his training in Design Thinking and Innovation Management conducted by Steinbeis, Germany and conducted MDPs for R& D Engineers & Scientists while at XIME and earlier at IIM Indore and XIME, Bangalore. He has published papers on Innovation Management in State Run Enterprises, towards development of a tool for measurement of Innovation Maturity in Indian Industries. He teaches Design Thinking to the students of PGDM and has also consulted various Industries in the field Design Thinking.

Prof Manoj Jaiswal: Professor Manoj Jaiswal is Dean (External Programs) in Xavier Institute of Management and Entrepreneurship. He has been trained in Design Thinking by IDEO Design Thinking. He was instrumental in driving Design Thinking initiatives and assisted multiple businesses to use Design Thinking in their business innovation and product development. He has done his MSc. from "The London School of Economics and Political Science. He has nearly 3 decades of experience in corporate world. He was Executive Vice President and Head of Management Development Center, Murugappa Group and prior to that he was Head of Leadership Assessment at Infosys Leadership Institute. He has vast experience in Design Thinking, Leadership Development, Organizational Transformation, Consulting, Executive Education and Coaching. His function got three of Europe's most coveted awards in the L & D space from "The European Foundation for Management Development (EFMD)". These were Excellence in Practice Gold 2019, Excellence in Practice Finalist 2019 and Excellence in Practice Silver 2020.

PROPOSED DATES

24th & 25th Nov 2022 in Off-line (Physical) Mode at XIME, Bangalore

For Further details please contact: Prof NMK Bhatta, Dean(Research),
E.Mail: nmbhatta@xime.org, Phone 7411017525 or 9845310036.

Xavier Institute of Management & Entrepreneurship

Electronics City, Phase II, Hosur Road, Bangalore-560100

Website: www.xime.org