

DESIGN THINKING: A CREATIVE TOOL FOR PROBLEM SOLVING

DURATION: 2 DAYS

PROGRAM CONTEXT

To address the challenges and problems facing the world and the businesses today organizations can't solely rely on analytical tools and capabilities but have to adopt a lot of creative and innovative tools. Design thinking provides us with a creative and qualitative approach for dealing with complexities and ill-defined problems. It is a powerful human-centered approach to solve unstructured problems that begins with empathy for the user. It is increasingly used by private, public and government organizations to instill creative problem solving. Increasingly organizations are embedding this tool in their creative funnel to create innovative culture within their organizations. This hands-on workshop will immerse the professionals in the Design-Thinking process and provide them with practical tools to solve the problems they face within their organizations or create a far better customer experience. The main objective is to provide you with the hands-on tools of Design Thinking process, which you can immediately use in your working environment.

PROGRAM OVERVIEW

- Develop familiarization with design thinking as a human-centered approach to solve ill-structured problems.
- Sharpen interviewing and observation skills to understand and frame a problem better.
- Understand the importance of prototyping and incorporating user feedback to test ideas with actual users.
- Develop skills in creative thinking and developing innovative solutions to problems.
- Develop an appreciation of the impact of design thinking on organizations and how they solve problems using the structured design thinking cycle in a variety of real-life contexts.

DELIVERABLES

- Develop an understanding of fundamental Design Thinking methods and tools to frame and solve problems.
- Develop an understanding how empathy, creativity, ideation and prototyping are critical for innovation.
- Develop a basic understanding about how to think differently about problems and their possible solutions.
- Understand the need to combine design-thinking process with existing analytical tools.
- Understand the need to incorporate design thinking principles in your organization to develop a culture of innovation.

PEDAGOGY

An array of pedagogical methods are employed, including case studies, case-lets, hands-on work in groups, videos, in-class presentations, lecture-demonstrations & team projects. By way of experiential learning and connecting the classroom to the larger world, students are empowered to discover, explore and inquire into issues of local, national and global implications.

TARGET AUDIENCE

The program is ideally designed for professionals seeking to drive and use innovation through design thinking and leverage this human-centered approach to identify and frame problems and find possible solutions to these problems. The program is also suitable for professionals seeking to create a creative culture within an organization.

PROGRAM DIRECTOR



Dr. Rakesh Gupta

Dr. Rakesh Gupta is PhD in the area of Strategic Entrepreneurship from Faculty of Management Studies (FMS), Delhi University, India. He has close to 25 years of work experience in teaching and industry, his area of teaching is Corporate Strategy, New Venture Creation, Geopolitics & Strategy and Design Thinking. His research has focused on Strategic Entrepreneurship and Challenges facing Start-ups. He has published and presented his research work in reputed international & national journals and conferences both within & outside India. He is passionate & prolific case writer having published cases with Ivey, WDI Publishing as well as journals like Asian Journal of Management Cases (AJMC) published by SAGE and Asian Case Research Journal (ACRJ) published by NUS, Singapore and won few awards in case writing. He has attended many Faculty Development Programmes including Participant Centered Learning by Harvard Business School (HBS) International Teacher Programme (ITP) at Kelloggs School of Management, Northwestern University, Symposium of Entrepreneurship Educators (SEE) at BABSON College, US & Design Thinking from Stanford Design School. He is currently working as Professor in the area of Strategy & Entrepreneurship at Institute of Management Technology (IMT)-Ghaziabad (INDIA) an AACSB accredited institution (www.imt.edu). He can be reached at rgupta@imt.edu.

ADMINISTRATIVE DETAILS

Date(s): April 08 and 09, 2022

Mode: Offline (Residential)

Venue: IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

Fee: Rs 25,000 per participant (plus 18% GST as applicable)

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