



**Institute of
Management Technology**
Ghaziabad, Delhi NCR



DESIGN THINKING FOR MANAGERS

About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

Program Context

Design thinking is a powerful structured approach to solving an unstructured problem that begins with understanding unmet customer needs. It's a human-centered design process that approaches problem-solving with empathy for the user. It encompasses observing the users to develop insights about their behavior, concept development, applied creativity, prototyping, and experimentation. This approach was initially employed at STANFORD as a systematic and structured way to product design. Over the years, it was found to be relevant to solve real world problems, which are largely unstructured or ill-structured. The ability to develop creative, out of box solutions to real time problems or gaps that are faced by businesses and societies can be harnessed by employing the tools of Design Thinking. When design thinking approaches are applied to business, the success rate for innovation has been seen to improve substantially.

The aim of this program is to introduce the concept of Design thinking through focused modules to the decision-makers in a manner such that they can use the processes of active experimentation, concrete experience, reflective observation and abstract conceptualization to solve real world problems and make a difference. By learning the methods of observation, visualization, and ideation, and applying them in a process of active exploration and feedback, students gradually develop the confidence to work with such challenging and messy problems.

Program Objectives



- Develop familiarization with design thinking as a human-centered approach to solve ill-structured problems
- Develop an empathetic worldview by interacting with potential users, framing actionable problems statements by observing and developing insights.
- Overcoming mental barriers, ideating and rapid prototyping by incorporating user feedback repeatedly to test ideas with actual users and iteration.
- 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.

Program Modules



Module 1:

- What is Design Thinking?
- Human Centered Design

Module 2:

- Phases of Design Thinking
- Empathy – Define – Insights
- Insights to Ideation

Module 3:

- Prototyping
- Testing
- Feasibility – Desirability – Viability

Pedagogy



- Hands-on exercises for problem-solving
- Experiential Learning
- Co-creating and presentations

Target Audience



- Managers from Marketing, R&D, product development, engineering and innovation domains,
- Designers, UX/UI Consultants,
- Strategic Leaders - CXOs, CEOs, etc.
- Founders / Entrepreneurs / Business Owners
- Innovation and Growth Consultants
- Anyone looking for a distinctive approach to solving problems

Program Director



Dr. Shalini Rahul Tiwari

Associate Professor

Area: Strategy, Innovation
& Entrepreneurship

Dr. Shalini is a Fellow of the 'Institute of Directors' and an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at IMT Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship

Cell (E-Cell). She teaches courses such as – Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking. She has a Ph.D. in Strategic Management from MDI, Gurgaon, India. Having served in various capacities, she has gathered a rich experience of 24 years. She is interested in academic administration, research,

teaching, training, and consultancy. She has written several research articles, case studies, book chapters, short articles, and books for various international and national publications. Her book on Design Thinking (Wiley India) is the best-selling textbook on this subject.

She is a very active and engaged trainer and facilitator. She has successfully delivered training programs to well-known corporate giants such as – Reckitt Benckiser, Maruti Suzuki, True Value, Coca Cola (India), GMR- Delhi Airport Authority of India, The Times of India (Bennett Coleman Ltd)., AMDOCS, Airport Authority of India, Hero Moto Corp Ltd. Indian Postal Academy, etc.

She is a certified case teacher and writer by the Harvard Business School. She has attended several training programs on upcoming knowledge domains such as Design Thinking by KPMG, Strategic Thinking and Leadership by Wharton, Penn University; and Creative Strategy by Columbia Business School, USA.

She is an IICA certified ESG and CSR consultant and trainer. She is also Empanelled as an 'Independent Director' (IDDDB-NR-202005-027013 and DIN 09357650). She is an Independent Director at Intec Capital Ltd., Cranex Ltd., and Magnum Ventures Ltd. She is an Associate Editor for Emerald Emerging Markets Case Studies Journal (<https://www.emeraldgrouppublishing.com/journal/emcs#editorial-team>). She has also been a part of grand jury for CSRBox.

She has been invited to deliver several programs at international institutions such as – The Burgundy School of Business (France), The KEDGE Business School (Bordeaux, France), EESCA Business School (Shanghai, China) & IMT Dubai.

She has presented her research at various prestigious conferences and forums such as Academy of Management (AoM), Eastern Academy of Management, Australia & New Zealand Academy of Management, Asia Pacific Knowledge Management Conference, Smart Business Networks initiative, International Conference on Knowledge Management, and so on.

Besides teaching and research, she is engaged with relevant stakeholders to develop innovative solutions. She is an active supporter of causes such as – education for children, sustainability, and women empowerment.

Administrative Details

Mode: Offline

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

Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.

Management Development Program Office

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