Design Thinking Bootcamp

Harness the Power of Design Thinking to Ensure your Organization's Future Success

Introduction

During this workshop you will learn about the methodology, frameworks and core principles of Design Thinking and how that can be applied to purposefully designing end-to-end customer experiences, whether internal or external. It is for anyone who is willing to **change their mindset** about problem solving. Through the workshop participants can **start becoming part of solutions** rather than problems. There are no pre-requisites for the workshop, except that you bring an open mind to it!
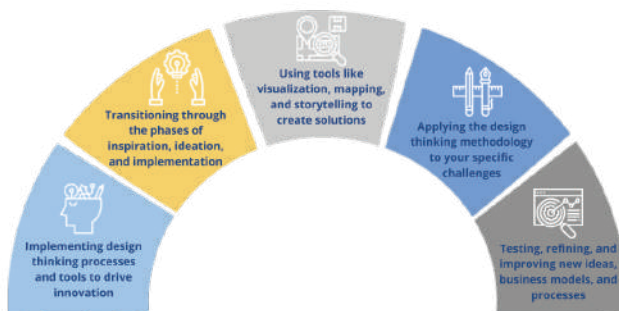
Benefit for Individuals

- Learn the fundamentals of design thinking to improve organizational performance
- Solve complex challenges through the process of structured design thinking
- Drive better results by combining design thinking with analytical decision making
- Establish a framework for building an environment that fosters creativity
- Develop new ways to collaborate across all functions of the organization

Benefit for Organization

Develop an organization-wide more systematic, human-centered and results-oriented problem solving process.

Program Components

1. **Implementing design thinking processes and tools to drive innovation**
2. **Transitioning through the phases of inspiration, ideation, and implementation**
3. **Using tools like visualization, mapping, and storytelling to create solutions**
4. **Applying the design thinking methodology to your specific challenges**
5. **Testing, refining, and improving new ideas, business models, and processes**

Who is this Program For

Design Thinking is ideally suited for all employees who are looking for alternative and more effective way to solve their problems and wow their customers - internal and external. As design thinking aims to solve problems that have complex interdependencies within teams, participants should ideally include people across disciplines for the best outcomes. All they need to be are open-minded, curious, collaborative and allow their assumptions to be challenged.

Problems Solved Through Design Thinking Bootcamp

Design Thinking Bootcamp helped organizations from multiple sectors innovate for problems affecting diverse groups of people, scenarios involving multidisciplinary teams, redefining corporate culture, reinventing business models, coping with rapid market changes, shifting markets and behaviours, problems that data can't solve, entrepreneurial initiatives, complex unsolved societal problems, issues related to new technology, and educational advances etc.

What's Unique About the Program

The pedagogy involves hands-on and stimulating teaching methods: case studies, team games, brainstorming, simulations, role-plays, group analyses, and prototype making helping the participants retain the insights better and apply them to solve the wicked problems of their workplace. The unique features of the workshop are -

♦ Understanding which problems can be solved through Design Thinking
♦ Building an empathetic understanding of the people and problems involved
♦ Identifying, analyzing, and defining the messy problems better
♦ Intriguing methods to ideate and make the ideas sticky
♦ Building workable prototypes of the solutions and putting them to test.

Program Faculty

Radhika Shrivastava

Radhika Shrivastava is a business leader with unique past experiences and achievements. Over the course of her professional career spanning two decades, she has emerged as an inspiring leader with a talent for rallying teams around a shared purpose, creating a strong sense of belonging and collaboration, as well as encouraging stretch thinking with deep focus on action, leading to proven organizational successes and results. A graduate from Tufts University with Bachelors in Mechanical Engineering, and MBA from IIM-Bangalore, Radhika started her career with the global consulting firm Deloitte Consulting in Philadelphia. She later worked with the International Finance Corporation in Washington DC for over 9 years. She is currently pursuing her Doctoral Education at the Henley Business School, UK, in the area of leveraging AI to improving employee engagement. She is a certified Design Thinking practitioner from Harvard University.

Prof. Prashant Verma

Professor Prashant Verma as Program Chair (Analytics) at FIIB leads analytics programs for the institute. He is Subject matter expert with various organizations including EY for business analytics, guiding their analytics processes and workforce training. Along with teaching MBA graduates, he is an awarded trainer for executive training in the area of Business Intelligence, Predictive Business Modeling, Advance Predictive Modelling, R-Programming, MS Excel-based Modeling using VBA and BI using Tableau and Power BI. Prof. Prashant is having more than 14 years of experience in Analytics, Research and Decision Science. He holds an MSc in Statistics and a PG Diploma in Computer Software. He has authored various research papers in refereed journals and has a book titled "Labour Cost Administration in Major Industries". His research interests involve Online Consumer Behaviour, Optimization and Analytical Modeling.

Schedule

Day 1	Day 2
Introduction and Overview: History and theory of Design Thinking	Re-focussing on the challenge - identifying blindspots
Defining the Design Thinking Challenge	Gather feedbacks
Lunch	Lunch
Tool set for Design Thinking methodology	Adjust and iterate
Mapping the customer journey	Final presentations
Prototype development	Wrap-up and Closing Reflections
Closing discussions and instructions for next day	Closing discussion for applying learning to everyday workplace situations

Fee

Fee : Rs. 20,000/- per participant (plus GST)

Group Discounts
   10% discount for organizations nominating 2 or more participants to the program
   20% discount for organizations nominating 4 or more participants to the program
Please make the payment as per details given below:
      Beneficiary Name: Fortune Institute of International Business
      Account Number: 03362090000059
      Beneficiary Bank: HDFC Bank Ltd.
      Branch Address C-17, Anand Niketan, New Delhi - 110021
      RTGS / NEFT IFSC: HDFC0000336
      SWIFT Code of HDFC Bank: HDFCINBB

Other Programs of Interest

DesignThinking Bootcamp
Harness the power of design thinking to ensure your organization's future success

Workplace Gender Sensitization,and Prevention of Sexual Harassment Program
For Sensitizing the Employees with the Provision of the Act

Emerging Leader Program
For the recently promoted or soon-to-be Leader Manager

Emotional Intelligence
For Senior and Middle Level Executives

Mindfulness: Living Today for Fighting Tomorrow
For happy employees and productive businesses

Visual Analytics
Insights from Data for Clear Thinking

Cross- Culture Communication
For the business executive striving to achieve a global mind set

The Entrepreneurial Mindset Program
Empower Managers and their Teams to Think and Act Entrepreneurially

Why Attend EDP's at FIIB

5 unique things about our EDPs

♦ Fusion of theory and practice for maximum takeaways
♦ Dynamic Learning Environment
♦ Tailor-made structure to fit your needs
♦ On campus or off-campus training that suits you
♦ Trainers with rich academic and industry experience

About FIIB

Established in 1995, FIIB has been a provider of quality education for 25 years now. With the mission to advance the practice of management, and produce leader-managers of business and social relevance, FIIB provides future business leaders with the core knowledge, managerial skills, and attitude needed to meet the world-scale challenges of the 21st century. AICTE approved and AIU accredited, and ranked among the best B-schools in India, FIIB matches pace with the market requirements and industry requirements.

Awards

ET NOW
Best Institute for Innovation in Skill Development in India

ASSOCHAM
Best Educational Institute for Industry Interface in India

BW BUSINESSWORLD
Best Institute for Excellence in Employability Skills Development in India

Associations

UNIVERSITY OF ARKANSAS
SAM M. WALTON
COLLEGE OF BUSINESS

UNIVERSITÀ DEGLI STUDI
DI SALERNO

BURGUNDY SCHOOL OF BUSINESS
DIJON · LYON · PARIS · BEAUNE

SOLBRIDGE
INTERNATIONAL SCHOOL OF BUSINESS

FIIB
Enter to Learn, Leave to Succeed

Our Promise to Businesses

This place will help you **discover** and **develop skilled, highly motivated, hardworking** and **career-ready individuals** that will enable you to **drive your organization forward**

Contact

Pratyusha Prattipati - 011 4728 5060 ┃ **Email Id - ceeinfo@fiib.edu.in**