

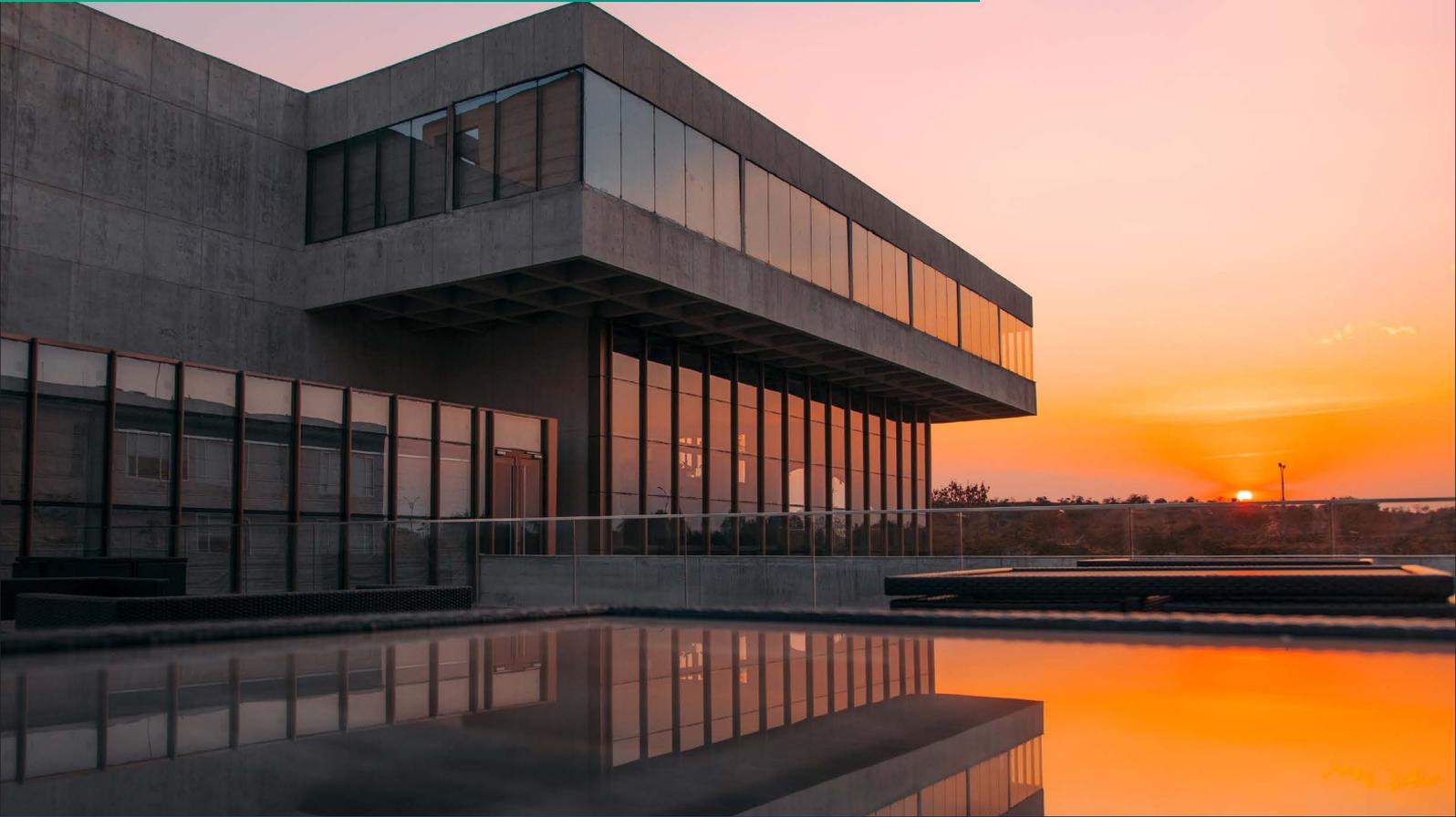
DAVID DUNNE
DESIGN THINKING LAB



Design Thinking Executive Programme

FOR CORPORATE LEADERS

With Indian Case Studies and Live Sessions



**Learn & Execute the
Creative Command:
A Leader's Toolkit for
Creativity, Problem-Solving
and Critical Thinking**

**Five-Week Online Program with
Weekend-Only Sessions (Live)**



Scan to Register

What is DESIGN THINKING? and Why CORPORATE LEADERS should practice it?

“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.”

Tim Brown, Executive Chair of Ideo

Design thinking revolutionizes the corporate landscape with its unique, people-focused approach to problem-solving. It enables leaders to drive innovation, adaptability, and foster a culture of leadership and business growth by centering on the needs of their customers and teams.

This methodology breaks traditional barriers, allowing leaders to navigate uncertainties with creativity. It leads to better products, services, and processes, fostering a culture of effective and purposeful problem-solving in businesses.

Here is why Corporate Leaders Should Learn & Practice Design Thinking

Enhances Problem-Solving Skills

Design Thinking fosters outside-the-box thinking, enabling leaders to find innovative solutions to complex problems.

Improves Team Collaboration

It involves collaborative work processes, which can improve communication and teamwork within an organization.

Strategic Advantage

In an increasingly competitive business world, companies that practice Design Thinking are more likely to innovate successfully, giving them a strategic edge.

Drives Business Growth

Innovations and improved customer experiences stemming from Design Thinking can significantly enhance business growth and competitiveness.

Encourages Creativity and Innovation

By its nature, Design Thinking is a non-linear, iterative process that encourages creative thought and experimentation.

Make better decisions

Design Thinking guides leaders to base decisions on evidence through testing and iterating ideas, reducing costly mistakes and aligning choices with the company's best interests.

Facilitates Organizational Change

It can be a powerful tool for driving change within an organization, as it challenges traditional thought processes and encourages new ways of looking at problems.

Program

INTRODUCTION

Welcome to the the most comprehensive Design Thinking Executive Program tailored for corporate leaders, a practical online program designed to reshape your leadership skills in business & corporate. This program is focused on teaching you innovative ways to think, make decisions, and solve problems in today's fast-changing business environment.

In this program, you'll learn about Design Thinking, a practical method focused on solving problems in a human-centered approach. The course combines interactive learning, hands-on creative exercises, and real-world examples, ensuring you apply what you learn directly to your work.

Led by expert facilitators and featuring guest speakers, this program emphasizes real-world application, collaboration, and empathy with users by using user-centered insighting. You'll also engage in diverse group work, which will strengthen your skills in ideating, collaborating, creating, and presenting solutions using collective intelligence.

By the end of the program, you'll not only understand Design Thinking principles, methods and best practices but also know how to use them in your daily leadership and business strategy.

Join us to transform your leadership style and navigate the dynamic world of business with creative confidence & new thinking!



Photo Courtesy: DT workshop by Munwar Khan

Program OBJECTIVES

1. Understand Design Thinking:

Gain a deep understanding of the core concepts, principles, and mindset of design thinking.

2. Apply Human-Centric Approach:

Learn how to empathize with end-users, customers, and stakeholders to uncover unmet needs and insights.

3. Enhance Problem-Solving:

Develop the ability to reframe challenges and approach problem-solving from a creative and user-centered perspective.

4. Foster Collaboration:

Cultivate teamwork and interdisciplinary collaboration to bring diverse perspectives to the innovation process.

5. Promote Innovation:

Learn techniques to generate and evaluate innovative ideas, fostering a culture of continuous improvement.

6. Improve Decision-Making:

Use design thinking tools to make informed decisions by considering user needs, business viability, and technical feasibility.

7. Drive Business Impact:

Apply design thinking methodologies to real-world business scenarios, driving impactful outcomes and competitive advantage.



Photo Courtesy: DT workshop by Munwar Khan

Who is this PROGRAM FOR?

- This programme is ideal for corporate leaders responsible for driving innovation, growth, and enhancing the customer experience across both functional and cross-functional teams.
- It is particularly beneficial for senior executives who are focused on strengthening their skills in leading innovation and boosting their organization's innovation capabilities.
- Team leaders and managers who aim to develop and integrate advanced creative practices into their business processes and corporate culture will find this programme invaluable.
- Business Executives who are keen on learning innovative problem-solving approaches, building upon the foundations of creativity research, design thinking, and lean startup methodologies.
- Marketing professionals looking to deepen their understanding of developing customer-centric solutions and honing their expertise in a structured, strategic approach to marketing innovation.
- Aspiring entrepreneurs interested in creating impactful new product developments and launching new organizations and businesses will find this program instrumental in their entrepreneurial journey.
- Corporate professionals and Chief Innovation Officers seeking to enhance their professional credentials and stand out in their field will greatly benefit from the comprehensive curriculum offered in this programme.
- If your role spans creative, design, customer experience, engineering, innovation, product development, R&D, strategy, or UX, such as:
 - Product Manager, Marketing Manager, Growth Manager, R&D Manager, and Product Head
 - Senior Designer, UX Designer, Design Engineer, Creative Manager, UX Design Consultant, Art Director
 - C-Suite executives including CEO, COO, Managing Director, Founder, President, Chief Strategy Officer
 - Innovation and Growth Consultants Business Heads and Entrepreneurs



Photo Courtesy: DT workshop by Munwar Khan

What makes this PROGRAM UNIQUE?

1. Holistic Approach to Problem Solving, Innovation & Decision making

Engage in a comprehensive exploration of Design Thinking principles that go beyond surface-level solutions. We guide you through a holistic problem-solving approach, Innovation & Decision making considering human-centric solutions that resonate with your corporate challenges.

3. Expert Facilitation by Industry Leaders

Benefit from the wealth of knowledge and experience shared by our seasoned facilitators—industry leaders who have successfully implemented Design Thinking methodologies in diverse corporate settings. Gain invaluable insights and practical tips from those who have navigated the challenges you face.

5. Customization for Corporate Leaders

Recognizing the unique needs of corporate leaders, our program is tailored to address the specific challenges faced by executives. Explore strategies to foster a culture of innovation, enhance leadership skills, and drive organizational success through creative problem-solving.

2. Practical Application in Corporate Realities

Elevate your understanding through real-world case studies and practical exercises tailored to corporate environments. Our program bridges the gap between theory and application, ensuring that you leave with actionable insights that can be seamlessly integrated into your organizational strategies.

4. Collaboration and Team Dynamics

Foster a culture of collaboration within your leadership team. Our program promotes cross-functional teamwork, breaking down silos and encouraging open communication. Participants learn how to harness the collective intelligence of their teams for more effective problem-solving.

6. Hands-On, Experiential Learning

We believe in learning by doing. Our program goes beyond theoretical discussions, offering immersive, hands-on experiences. Participants engage in real-world problem-solving scenarios, honing their skills through practical application.



Photo Courtesy: DT workshop by Munwar Khan

What YOU WILL LEARN from this Program

Master the Art of Creative Problem-Solving

Unlock the power of creative thinking and learn to navigate through hidden biases.

Embrace Design Thinking Principles and Best Practices

Explore the depths of design thinking, encompassing its concepts, tools, and techniques.

Practical Application of Designer's Creative Tools

Hone your creative toolkit and master the effective application of these tools, both individually and in team settings.

Building Creative Confidence

Strengthen your belief in your creative potential and discover methods to further enhance these abilities.

Embrace User Empathy as Your Superpower

Develop a keen sense of empathy towards users, gaining profound insights and identifying their unmet needs through observation and interviews.

Drive Innovation through Collective Intelligence

Foster innovation and business success by leveraging design thinking and nurturing a culture of collective intelligence within teams and organizations.



Photo Courtesy: DT workshop by Munwar Khan

Program

FLOW, DURATION & DELIVERY

Program Flow

- Pre-program activities, onboarding and orientation
- Interactive weekend online live sessions
- Structured weekly goals and tasks
- Reflective debriefing sessions
- Inspiring guest speaker engagements
- Practical real-world case studies and applications
- Collaborative peer-to-peer learning
- Engaging role plays and boardroom simulations
- Comprehensive team projects, research, and assignments
- In-depth individual and team presentations with reviews
- Resourceful pre-recorded videos, templates, and resources
- Ongoing follow-up and learning support

Duration

Spanning Five Weeks of Immersive Learning + Follow-up Session

Embark on a comprehensive 5-week journey with 30 hours of live instruction. These engaging sessions, led by our esteemed facilitator Munwar Khan, will take place on Saturdays and Sundays during the first half of the day (10 am to 1 pm). Beyond these live interactions, participants are expected to dedicate additional time to individual and group projects, as well as assignments. These activities are crucial to the learning experience, ensuring a well-rounded and practical understanding of the course material. A follow-up session will be arranged after the program is completed.

Starting Date

The cohort will start on 20th July 2024 (Saturday)

Mode of Delivery

Our program is designed for your convenience, offering live, online sessions exclusively on weekends. In addition to the live sessions, offline instructions, communication, and coordination will be facilitated through emails and group messaging & pre recorded videos.

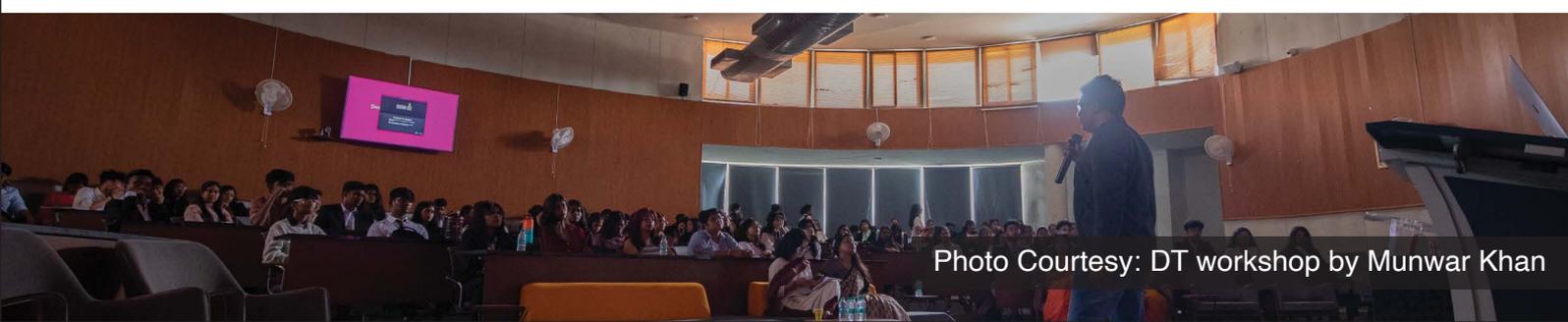


Photo Courtesy: DT workshop by Munwar Khan

Program

CURRICULUM

Module 1

Introduction to Design Thinking

- Understanding the essence of Design Thinking
- Historical context and success stories in business
- Why Design Thinking is relevant for everyone

Module 3

Defining the Problem

- Translating user insights into actionable problem statements.
- Reframing challenges to uncover underlying issues.
- Prioritizing problems based on impact and feasibility.

Module 5

Prototyping and Validation

- The role of prototyping in Design Thinking
- Low-fidelity and high-fidelity prototypes
- Gathering feedback and iterating on prototypes

Module 7

Real-world Application of Design Thinking

- Applying Design Thinking to a real business challenge
- Creating a comprehensive project from empathy to iteration
- Final presentations and feedback

Module 9

Cultivating a Design Thinking Culture

- Nurturing a culture of innovation, experimentation, and continuous improvement.
- Overcoming challenges and resistance to change.
- Developing leadership skills to foster design thinking within teams.

Module 2

Empathizing with Users

- Importance of empathy in problem-solving
- Techniques for interviewing, observing, and understanding users
- Building user personas and empathy maps

Module 4

Ideation and Ideation Techniques

- Creating an environment conducive to ideation
- Divergent thinking vs. convergent thinking
- Brainstorming, 8 in 8 Ideation, and other ideation methods

Module 6

Implementing Design Thinking in Organizations

- Overcoming barriers to implementation
- Scaling Design Thinking organisation
- Case studies of successful integration & implementation

Module 8

Integrating Design Thinking into Business Strategy

- Aligning design thinking with business goals and objectives.
- Case studies of successful design-driven companies.
- Scaling design thinking across teams and departments.



Photo Courtesy: DT workshop by Munwar Khan

Design Thinking

TOOLKIT FOR PROGRAM

Our Design Thinking Executive Program features a meticulously curated toolkit, uniquely tailored for an immersive learning experience. Once you master these tools, they will seamlessly integrate into your day to day professional practices, enriching your approach to problem-solving and innovation. This toolkit isn't just a component of the course, it's a transformative asset that will continue to add value to your skill set long after the program's conclusion.



User Persona



Empathy Maps



Journey Maps



Problem Statements



Mind Mapping



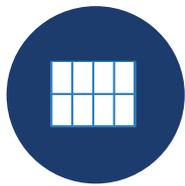
Affinity Diagrams



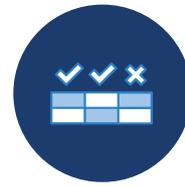
Assistor Vs Resistor



Idea Storming



8 in 8 (Rapid idea generation)



SCAMPER Technique



Zen/Heat Map Voting



Finding North Star



Photo Courtesy: DT workshop by Munwar Khan

Design Thinking Executive Program CERTIFICATE

Woxsen University, Hyderabad will award a digital certificate of successful completion to participants who successfully complete the program.



Distinguished Facilitator (Expert from Industry)



MUNWAR KHAN

Head of Design & DGM, OPPO India (Former)
Director, David Dunne Design Thinking Lab, India

Munwar Khan is DGM & Head of Design, OPPO Mobiles India, boasts a postgraduate degree from IIT Bombay and a distinguished career spanning over 15 years in user experience (UX) design. With a wealth of experience, he has held influential roles at major industry players such as Samsung Mobiles, Huawei Mobiles, Honeywell Innovation Lab, and ADP India, garnering extensive professional knowledge.

Committed to advancing design education, Munwar imparts his expertise as a UX design instructor at various universities and design schools. Additionally, he holds the esteemed position of Adjunct Professor at Woxsen University. Munwar's specialised areas encompass UX design, design strategy, design thinking, and design for the creative economy. He has the unique privilege of working closely with Nobel Prize winner Dr. Eric Allin Cornell. Remarkably, Munwar holds 25 patents in multiple countries, including India, South Korea, and the USA.

Beyond his professional pursuits, Munwar is an avid advocate for UX design best practices, sharing his insights through writing and speaking engagements. His love for exploration extends beyond design, as he enjoys traveling and actively participates in design conferences, workshops and community events.

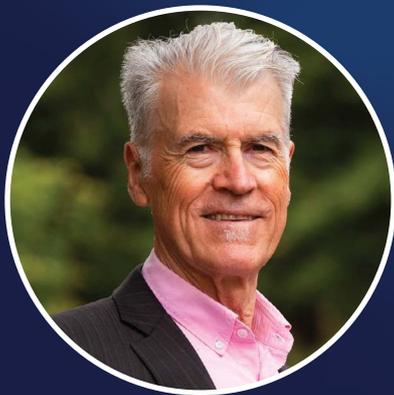
- Munwar Khan boasts 15 years of industry expertise in UX design, showcasing a seasoned professional background.
- Conducted Design Thinking courses globally, including in India, USA, UK, South Korea, and China, demonstrating a commitment to global design education.
- Served as a global coach for design thinking at ADP, facilitating workshops at the company's headquarters in the USA for international leaders.
- Led a design team pioneering the world's first cloud phone in 2011, highlighting innovation and leadership in product development.
- Holds a track record of contributing to success stories in the mobile domain for emerging markets, showcasing a strategic impact on the industry.

 **LinkedIn**
www.linkedin.com/in/munwar khan

 **Design Blog**
www.MunwarKhan.com



Distinguished FACULTIES & SPEAKERS



David Dunne

Professor at University of Victoria & Author of "Design thinking at Work"

We are honored to invite Professor David Dunne, an acclaimed figure in the realm of design thinking, as our guest speaker. Professor Dunne, hailing from the University of Victoria in Canada, has distinguished himself not only as an award-winning educator but also as a celebrated author. His seminal work, "Design Thinking at Work," stands as a testament to his deep expertise and passion in the field.

At the heart of his career lies a dedication to teaching and inspiring students globally about innovation and design. His insights are shaped by a rich academic background, including a Ph.D. in Management and an MFA in Creative Nonfiction, giving him a unique perspective on the intersection of creativity, design, and business strategy.

Further cementing his role as a leader in this field, Professor Dunne is a mentor in chief and serves on the advisory board of the David Dunne Design Thinking Lab in India. His contributions here reflect his commitment to nurturing future talents and advancing the practice of design thinking.



LinkedIn

<https://www.linkedin.com/in/ddunne/>

We are thrilled to introduce Dr. Adity Saxena as a distinguished guest speaker. Dr. Adity Saxena serves as the esteemed Professor and Dean at the School of Arts and Design, Woxsen University, showcasing her profound expertise and leadership in the field of design education.

Her influence extends internationally, as evidenced by her role as an Elected Member of the Board of Directors of the College Art Association, USA. Additionally, Dr. Adity Saxena represents India in the Restorative Justice Education, USA, reflecting her commitment to global educational initiatives.

Dr. Adity Saxena also brings her wealth of knowledge and experience to the David Dunne Thinking Lab in India as an International Collaboration Advisor. Her keen interest in design thinking has marked her as a renowned figure in this domain. Her contributions and insights into design thinking are not just academically profound but also practically impactful, making her a venerated design educator on the global stage.



LinkedIn

<https://www.linkedin.com/in/aditysaxena>



Adity Saxena, Ph.D

Dean, School of Arts & Design, Woxsen University
Catherine Harper Professor of Design
Board of Director, College Art Association (CAA), USA

Distinguished FACULTIES & SPEAKERS



Santosh Kocherlakota

Asst. Dean - Corporate
Alignment, School of Arts &
Design, Woxsen University
Co-founder, Earthen Tunes

Santosh Kocherlakota, Assistant Dean/Program Chair at Woxsen University and Co-Founder of Earthen Tunes, brings a wealth of experience across diverse domains. In his current role, Santosh strategically directs the Product Design department at Woxsen University, integrating real-world industry insights to equip students with essential career skills. His commitment to impactful design is evident in co-founding Earthen Tunes Designs, a venture focused on creating socially impactful products like India's unique farmer shoes made from Indigenous wool, incubated at IIT Madras.

Previously, as Product Head at Indent Designs, Santosh played a pivotal role in developing an affordable electric wheelchair for India, leveraging design thinking principles and earning global recognition with support from institutions like IIT Mumbai and DST. With a background spanning from automation engineering at Bharat Petroleum to academic pursuits at esteemed institutions like the National Institute of Design and Brno University of Technology, Santosh offers a multi-disciplinary approach to design education, inspiring students to become agents of change and innovation in society.



LinkedIn

[linkedin.com/in/santosh-kocherlakota/](https://www.linkedin.com/in/santosh-kocherlakota/)

Sanjay Guria is an accomplished academician, researcher, designer, and ergonomist dedicated to enhancing human well-being through the thoughtful integration of design principles. As a performance apparel researcher, he specializes in evaluating functional clothing and systems that align with human needs, capabilities, and behavior. His expertise spans a comprehensive range of areas including human physiology, biomechanics, experimental designs, data analysis and interpretation, product development, and clothing construction. Holding a prestigious Charles Wallace Scholarship, he completed his M.Sc. in Human Factors/Ergonomics at Loughborough University, UK, with a concentration on Inclusive Design and Healthcare Ergonomics.

With a foundation in industrial design from the National Institute of Design, India, and currently advancing his education with a PhD in Apparel Design from Cornell University, USA, he is deeply invested in finding innovative solutions to enhance human performance and comfort through a research-driven design and product development approach. His interests lie in the realms of wearable technology, functional product/service/apparel design, material science, and its applications, aiming to contribute significantly to the field.



LinkedIn

<https://in.linkedin.com/in/sanjayguria>



Prof. Sanjay Guria

Associate Professor
Program Director – B. Des
(Hons.) Fashion Design
School of Arts and Design,
Woxsen University, India

Distinguished FACULTIES & SPEAKERS



Mrudul Chilmulwar

Assistant Professor,
Program Director - B.Des
(Hons.) Industrial Design
School of Arts and Design,
Woxsen University, India

Mrudul Chilmulwar is an industrial designer passionate about user-centered design and social impact. He leverages his expertise in ethnographic research to delve into both obvious and unspoken user needs. Mrudul holds a Master's degree in Product Design from the prestigious National Institute of Design in India. This foundation, coupled with his experience, equips him to tackle diverse design challenges across sectors.

His work ranges from designing innovative packaging solutions for well-known brands like Ponds, Vaseline, and Lifebuoy to developing an award-winning, affordable product that helps visually impaired individuals identify Indian currency notes. His dedication to social impact extends further with his work on a project in Delhi slums for Somfy France. Here, he applied design thinking principles to create products and a sustainable social business model.

Currently leading Industrial Design at Woxsen University's School of Art and Design, Mrudul plays a pivotal role. He shapes the department's vision, pioneers innovative pedagogical approaches, and optimizes operational processes. With his extensive background in ethnographic research and hands-on experience in product development, Mrudul is committed to pushing the boundaries of design education. He fosters a culture of creativity and excellence within the academic community.



LinkedIn

<https://in.linkedin.com/in/mrudul-chilmulwar-154092183>



Photo Courtesy: DT workshop by Munwar Khan

Program

FEES, REGISTRATION & PAYMENT

Fees

INR 20,000/- (18% GST additional)

Registration & Payment

Register & Pay directly from this link:
<https://forms.gle/X56XqavudkswUNV79>

CLICK HERE TO REGISTER & PAY

OR
you can scan to
register and pay



Contact

Call or email to outreach manager for more information & registration

Karthik S

Call: **+91-9688442205**

Email: **karthick.s@woxsen.edu.in**



Photo Courtesy: DT workshop by Munwar Khan

DAVID DUNNE

DESIGN THINKING LAB

About the Lab

David Dunne Design Thinking Lab at Woxsen University, aimed at fostering problem solving, creativity, innovation and collaboration between academia and industry. The lab will serve as a hub for training, research, consultancy and development in design thinking practices & methodologies, benefiting students, faculty, and external partners.

In the rapidly evolving global landscape, the need for creative problem-solving and innovative thinking is paramount. The David Dunne Design Thinking Lab at Woxsen University seeks to address this need by integrating design thinking into professional practices & academia.

Purpose And Objectives Of The Design Thinking Lab

Collaboration Between Industry and Academia

Foster partnerships between academia and industry to facilitate knowledge exchange and collaborative projects that implement design thinking strategies.

Executive Training Programs for Industry and Academia

Develop and deliver training modules in design thinking for professionals and academics.

Promotion of Design Thinking Awareness

Organize events and initiatives to increase awareness and understanding of design thinking principles, methods & best practices.

Creation of Authentic Content on Design Thinking

Produce and disseminate content showcasing best practices and case studies in design thinking.

Establishment of a Platform for Design Thinking Best Practices

Build a digital hub for sharing the latest practices, tools, and resources in design thinking.

Networking with Design Thinking Practitioners

Create a network of professionals, Design Thinking Practitioners and enthusiasts in the field of design thinking.



Photo Courtesy: DT workshop by Munwar Khan