

Design Thinking for Innovation

Oct 15 – 16, 2024

Venue: PIM, Lahore.

Rs. 31,000/=

Course Description

Design thinking is a powerful process of problem solving that begins with understanding unmet internal/external customer needs of an organization. With this vital insight managers and executives will create a process for innovation that encompasses concept development, applied creativity, prototyping, and experimentation. When design thinking approaches are applied to business, the success rate for innovation improves substantially.

LEARNING OUTCOMES

- Learn and experience a revolutionary framework for innovation “Design Thinking” with a purpose to add value for your clients, employees, and profitability
- Learn how to identify and access opportunities through need analysis
- Indulge in a process to use information extracted from need analysis to create desirable, feasible, and viable solutions through an established design thinking framework
- Unlock their creative potential through learnings from IDEO

WHO MUST ATTEND?

This is designed for middle and senior managers required to be innovative in their decision making and results.

COURSE CONTENTS:

- What is Design Thinking?
- Why Design Thinking?
- Principles of Design Thinking
- Applications of Design Thinking
- Mindsets for Design Thinking
- Framework of Design Thinking
- Design Thinking Process
- Project and Presentation

FOR DETAILS AND REGISTRATION

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