

# Design Thinking for Innovation

Jan 28 – 29, 2024

Venue: PIM, Lahore.

Rs. 31,000/=

**Note: The Fee is Exclusive of GST.**

## 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**

**PIM, Lahore: Management House, 70-B/2, Gulberg III, Lahore 54600.**

**Voice Dir: (+9242) 9926 3137**

**Mobile: 0300-8840880, 0332-4353820 E-Mail: [pimlhe@pim.com.pk](mailto:pimlhe@pim.com.pk)**