



Virtual Workshop

Virtual Workshop



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Design Thinking for Business

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**Think Outside Your Business Model
(New S-Curve)**

3

Driving Innovation for Leaders

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Strategic Thinking Simulation

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**Facilitating Engaging
Virtual Workshops**



Design Thinking for Business

Design Thinking for Business



Context

Today nothing is the same. We live differently, work differently and our teams need to adapt their lives and ways of work to the New Normal. Our customer's needs and priorities have changed and what was valuable in the past may not necessarily work in the present day. Most organizations need to redesign many parts of their business and transform value offerings to remain relevant post-2020.

Overview

Design Thinking is a highly practical way of making breathing life into new ideas and making them real through clear process that starts with empathising the customer, creating ideas and experimenting for learning and customer development. For more than 10 years, MindDoJo has been helping professionals from leading organisations apply design thinking to creating new services, processes and business models.

In this **6 hour virtual course**, you can learn design thinking through mini-lectures & light engaging activities. Best of all, through individual/group projects, you can easily apply the key tools to their existing projects and accelerate your design skills development today!



Outcomes & Experience

This course has helped :

1. Engineers create new operational processes that leverages digital technology for cost reduction in the energy industry
2. Internal communication teams experiment with chatbot design to help answer frequently asked questions at leading retailer
3. Product managers design new financial products and services for digital customers at leading banks
4. Senior executives from the real estate business understand new customer needs & design more effective business models to maintain leading position in their industry

Design Thinking for Business



This virtually facilitated workshop helps you to:

- Understand Design Thinking and be a part of the organisation's **Design Culture**
- Create an **Outside-In** approach to creating **Customer Success** and rekindle the startup spirit
- Start thinking/discussions based on **customer pain points & collaboration** as opposed to prioritizing on internal pain points & own silos
- Encourage and enable a “**Move Fast/Fail Fast**” ways of working
- Foster Teamwork/Team Dynamics and Team Collaboration



Virtual
Workshop | **6 Hrs.**



| Session | Workshop Activity / Key Learning |
|--|---|
| Session 1 (2 hours) | Design Thinking Program Overview <ul style="list-style-type: none">• Introduction to Design Thinking & Empathy• Outside-In Thinking• Customer Personas & Customer Journey Mapping |
| Project #1: Customer Personas, Pain-points & Journey Maps | |
| Session 2 (2 hours) | Creative Ideation <ul style="list-style-type: none">• Sharing Project #1 & Feedback• Designing out of the box projects• Systematic Inventive Thinking |
| Project #2: Innovation Ideas | |
| Session 3 (2 hours) | Developing Projects through Experiments <ul style="list-style-type: none">• Sharing Project #2 & Feedback• LEAN Experimentation for business professionals• Assumption-busting Experiment Planning |

Additional Details:

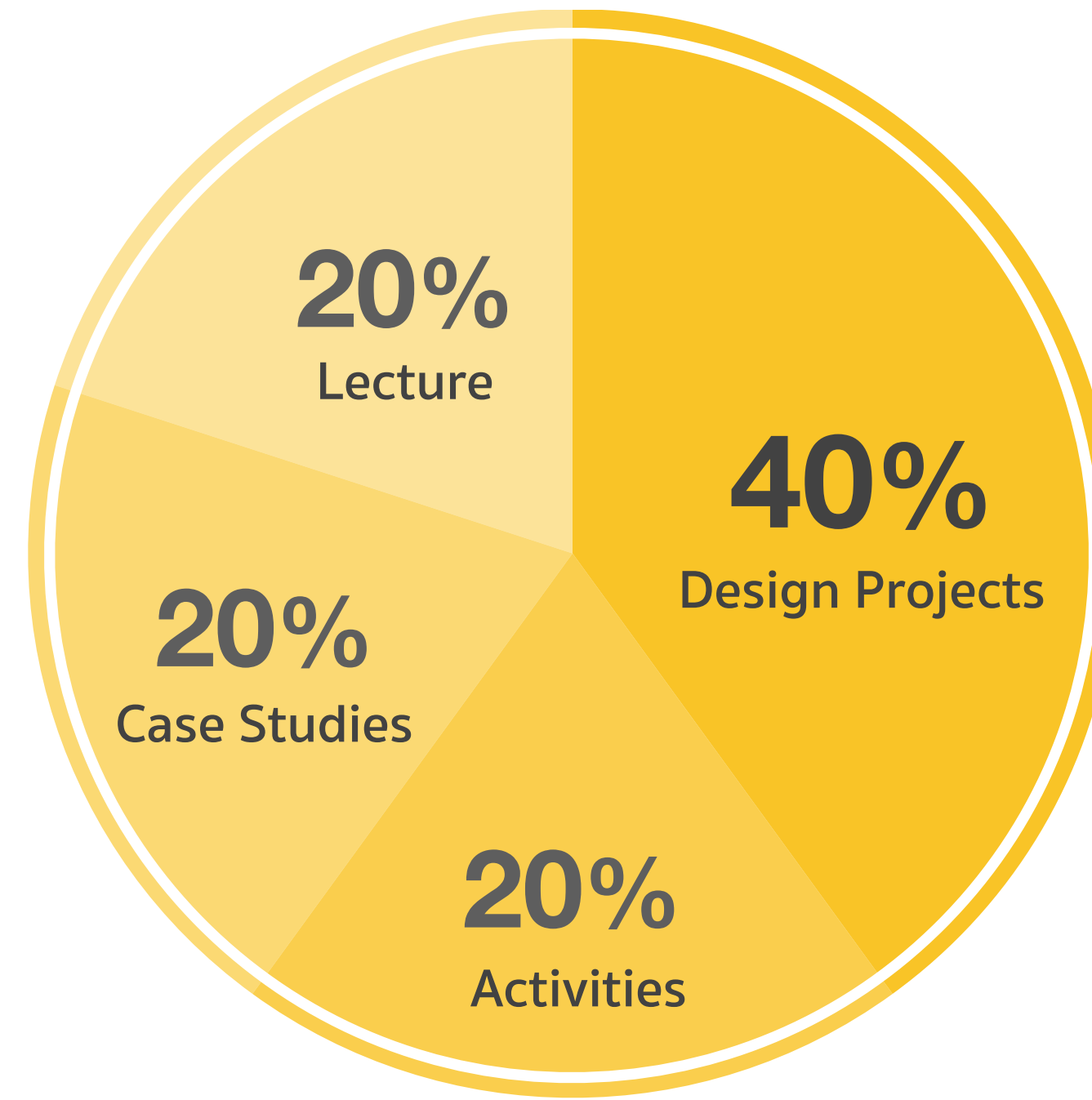


Easy to Learn

- 6 hours in 3 learning modules
- Learn in 1 day or spread over 1 week



Participants **15 - 50**
Group Size :



Virtual Channels



Google Meet



Free Digital Asset License

- Session Recorded & **100%** compliant with tax regulators terms & conditions

