

DESIGN THINKING & CORPORATE INNOVATION

WORKSHOP PLAN

15-11-2023

DESIGN THINKING: Introduction & Principles

<p>Session-01 09:00-10:30</p>	<p>Introduction (Level: Remember)</p> <ul style="list-style-type: none"> ○ Ice-breaking (know yourself) ○ Workshop's Objectives ○ Building your innovation muscle (exercise) ○ Why Design ○ 7 Important Design Considerations ○ Glimpses of DT Outcome
Tea Break & Group Photograph	
<p>Session-02 10:45-11:45</p>	<p>Design Thinking Principles (Level: Understand & Apply)</p> <ul style="list-style-type: none"> ○ What is Design Thinking (<i>Short Exercise</i>) ○ Principles of Design Thinking ○ Design Thinking vs Traditional Design
Tea Break	
<p>Session-03 12:00-13:00</p>	<p>Preparing for the Game (Level: Understand & Apply)</p> <ul style="list-style-type: none"> ○ Selecting the Design Thinking Problem (<i>Exercise</i>) ○ Team Building (<i>Exercise</i>) ○ How to Proceed (<i>Guidance</i>)
Prayer & Lunch Break	
DESIGN THINKING EXERCISE	
<p>Session-03 14:00-15:30</p>	<p>Empathize & Define (Level: Understand & Apply)</p> <ul style="list-style-type: none"> ○ Persona Development ○ Visualization ○ Empathy Mapping ○ Customer Journey Mapping

	<ul style="list-style-type: none"> ○ <i>Problem Definition</i>
<i>Tea Break</i>	
<p><i>Session-04</i> <i>15:45-17:00</i></p>	<p><i>Ideate, Prototype & Test</i> (Level: Apply & Analyse)</p> <ul style="list-style-type: none"> ○ <i>Ideation Exercise</i> ○ <i>Understanding & Developing a Prototype</i> ○ <i>Assumption Testing</i>

16-11-2023

CORPORATE INNOVATION

<p>Session-05 09:00-10:30</p>	<p>Basics of Corporate Innovation (Level: Understand)</p> <ul style="list-style-type: none"> ○ What does corporate innovation mean? ○ Identifying and developing innovative employees ○ Corporate innovation examples ○ Creating a Culture of Innovation
--	---

Tea Break

<p>Session-06 10:45-13:00</p>	<p>Developing Organizational Innovation Capacity (Level: Understand & Apply)</p> <ul style="list-style-type: none"> ○ Developing a system for corporate innovation and intrapreneurship (includes a video) ○ Building a learning organization ○ R&D vs C&D ○ Tools for facilitating innovation (exercise) ○ Guest Speaker
--	---

Prayer & Lunch Break

PRACTICING DESIGN AND INNOVATION

<p>Session-07 14:00-15:30</p>	<p>Putting it all to work (Level: Create)</p> <ul style="list-style-type: none"> ○ Develop an innovation plan for your organization
--	---

Tea Break

<p>Session-08 15:45-17:00</p>	<p>Feedback and Takeaways (Level: Understand)</p> <ul style="list-style-type: none"> ○ Product Design and Corporate Innovation Feedback (Presentations) ○ Key takeaways
--	--

This Workshop is designed with Learning Objectives and Outcomes based on revised Bloom's Taxonomy's levels.

