

Workshop on
**Design Thinking &
Corporate Innovation**



November 13 & 14 , 2024



City Campus, IBA Karachi

Program Overview

Innovation is the key driver for competitive advantage and growth. In this program, you will learn a structured approach to the innovation process. You will learn to develop innovative solutions to critical problems facing your organization and to create new products that delight your customers. The program will also help you understand the key drivers of organizational innovation and ways to accelerate your organization's innovation performance.

The program consists of active learning by doing exercises, in-depth discussions, and illustrative videos to deepen your understanding of the innovation process. We also ensure that you have fun while you learn.

Learning Outcomes

You will learn

- a. Design thinking principles, process, and tools (empathy map, journey map, ways to grow framework, etc.)
- b. A structured approach to solving problems within your organization
- c. The key success factors in designing and developing new products
- d. The use of AI in the design process
- e. How to build an organizational system and culture for innovation
- f. What are some of the current best practices that lead to enhanced organizational innovation performance.

You will be able to

- a. discover problems in the lives of people through empathy
- b. evaluate ideas based on desirability, viability and feasibility
- c. generate creative ideas to solve these problems
- d. design meaningful solutions that delight your customers.

You will gain 6-months free access to

- a. Technology, Innovation Management and Design resources library
- b. Instructor's exclusive Innovation and Design learning community, which gives you the opportunity to:
 1. stay updated on latest innovation theory, tools, techniques & best practices
 2. attend guest speaker sessions and networking events

Innovation is a change
that unlocks **new value.**



Topics Covered

Design Thinking

- Principles
- Process
- Tools

Corporate Innovation

- Building organizational capacity to innovate.
- Tools for facilitating innovation.
- Global best practices in corporate innovation



60+

Open Enrolment
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845+

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30,000+

Participants Trained
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Investment

PKR 75,000 +5% SST

Who Should Attend

This is a class designed for all those who aspire to learn the key success elements required to manage their organization successfully including:

- . Managers from any industry
- . Managers of Managers
- . Leaders of a division/functional area/project
- . HR heads



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Assistant Professor, IBA Karachi

For detailed profile please visit website cee.iba.edu.pk/faculty

Our on-demand courses at a glance



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