



# Design Thinking: The Transformative Leader's Toolkit

Led by IBA Design Lab and Center for Executive Education

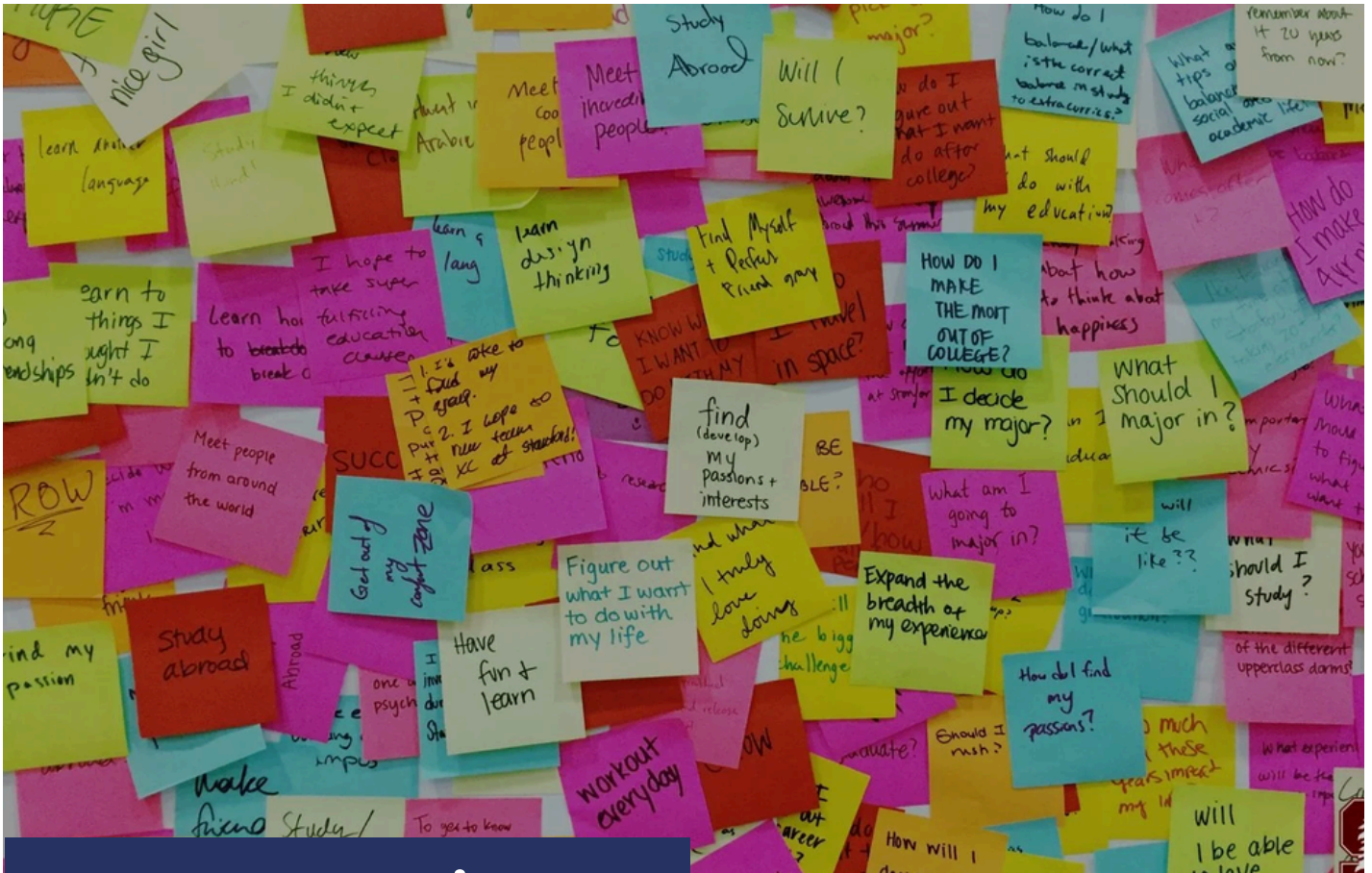
A joint collaboration between OGDCL Leadership Academy and IBA Karachi



January 29-30, 2026



NIBAF, Islamabad



## Program Overview

A hands-on, activity-based corporate workshop designed to introduce participants to the Design Thinking framework. The program focuses on human-centered problem-solving, creativity, and collaborative innovation to address organizational and customer-facing challenges.

## Topics Covered

- Introduction to Design Thinking & Innovation Mindsets
- Empathy, User Insights & Customer Journey Mapping
- Problem Framing & Reframing
- Ideation Tools & Creative Brainstorming Techniques
- Rapid Prototyping & Testing
- Applying Design Thinking to Real Organizational Challenges
- Reflection, Insights & Action Planning

# Learning Objectives

Participants will be able to:

- Apply a structured Design Thinking process to workplace challenges
- Understand user needs through empathy-driven tools
- Reframe problems to unlock new solution spaces
- Generate and evaluate creative ideas systematically
- Build and test rapid prototypes to validate assumptions
- Strengthen cross-team collaboration and customer-centric thinking

## Who Should Attend?

- Mid-to-senior-level managers
- Cross-functional teams working on innovation or service improvement
- HR, Operations, Product, Marketing & Customer Experience teams
- Corporate leaders seeking to strengthen problem-solving culture
- Anyone responsible for designing processes, policies, or customer journeys



# About IBA Life Design Lab

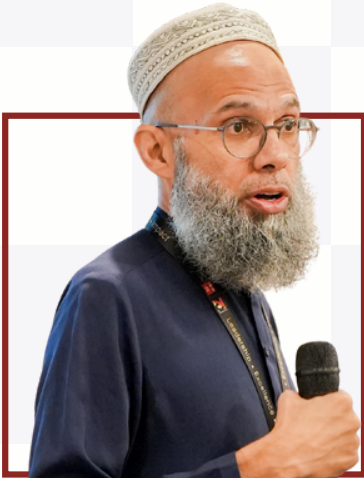
The IBA Life Design (IBA LDL) is a hub for creativity, innovation, and problem-solving at the Institute of Business Administration, Karachi.

It focuses on:

- Bringing Design Thinking into academia, industry, and development sectors
- Developing human-centered solutions through research and experimentation
- Enabling teams to innovate through structured tools, sprints, and experiential workshops
- Teaching students life design skills and empowering them to become creative leaders.



# Our Trainers Profile



## **Dr. Azam Ali**

Assistant Professor  
and Faculty Lead,  
Stanford and IBA  
Collaboration,  
IBA Karachi



## **Junaid Aziz**

Senior Advisor at  
UN Joint SDG Fund  
and Lecturer at  
Stanford University



## **Atif Murtuza**

Lecturer, Trainer  
and Head of Career  
Development, IBA  
Karachi



## **Abeera Tariq**

Lecturer at SMCS,  
and Academic  
Director of IBA Life  
Design Lab,  
IBA Karachi



## **Wajeeda Asim Khan**

Visiting Faculty and  
Lead of Marketing and  
Strategic Brand  
Management Programs,  
IBA Karachi



## Program Fee

**2,500 USD** (plus 3% Tax)



For Registration

**SCAN  
HERE**

## Contact Us



[cee.iba.edu.pk](http://cee.iba.edu.pk)



[ceeinfo@iba.edu.pk](mailto:ceeinfo@iba.edu.pk)



021-38104701 | 1809, 1812



Plot # 68 & 88 Garden Kiyani Shaheed Road,  
Karachi, Sindh, Pakistan



**@ceeatiba**