



Design Thinking: The Transformative Leader's Toolkit

Led by IBA Design Lab and Center for Executive Education

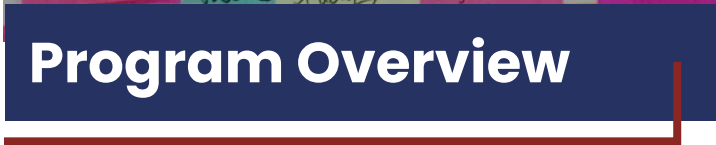
A joint collaboration between OGDCL Leadership Academy and IBA Karachi



January 26-27, 2026



City Campus, Karachi



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

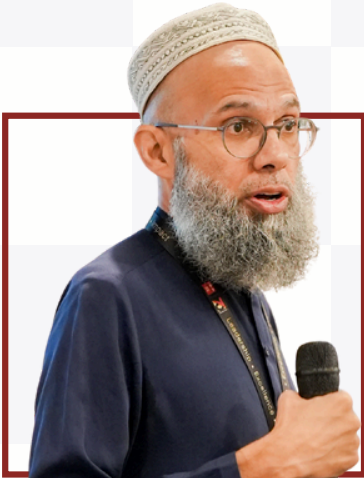
The IBA Life Design (IBA LDL) is a hub for creativity, innovation, and problem-solving at the Institute of Business Administration, Karachi.

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



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Program Fee

2,500 USD (plus 3% Tax)



For Registration

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