

Design Thinking: The Transformative Leader's Toolkit

Led by IBA Design Lab and Center for Executive Education

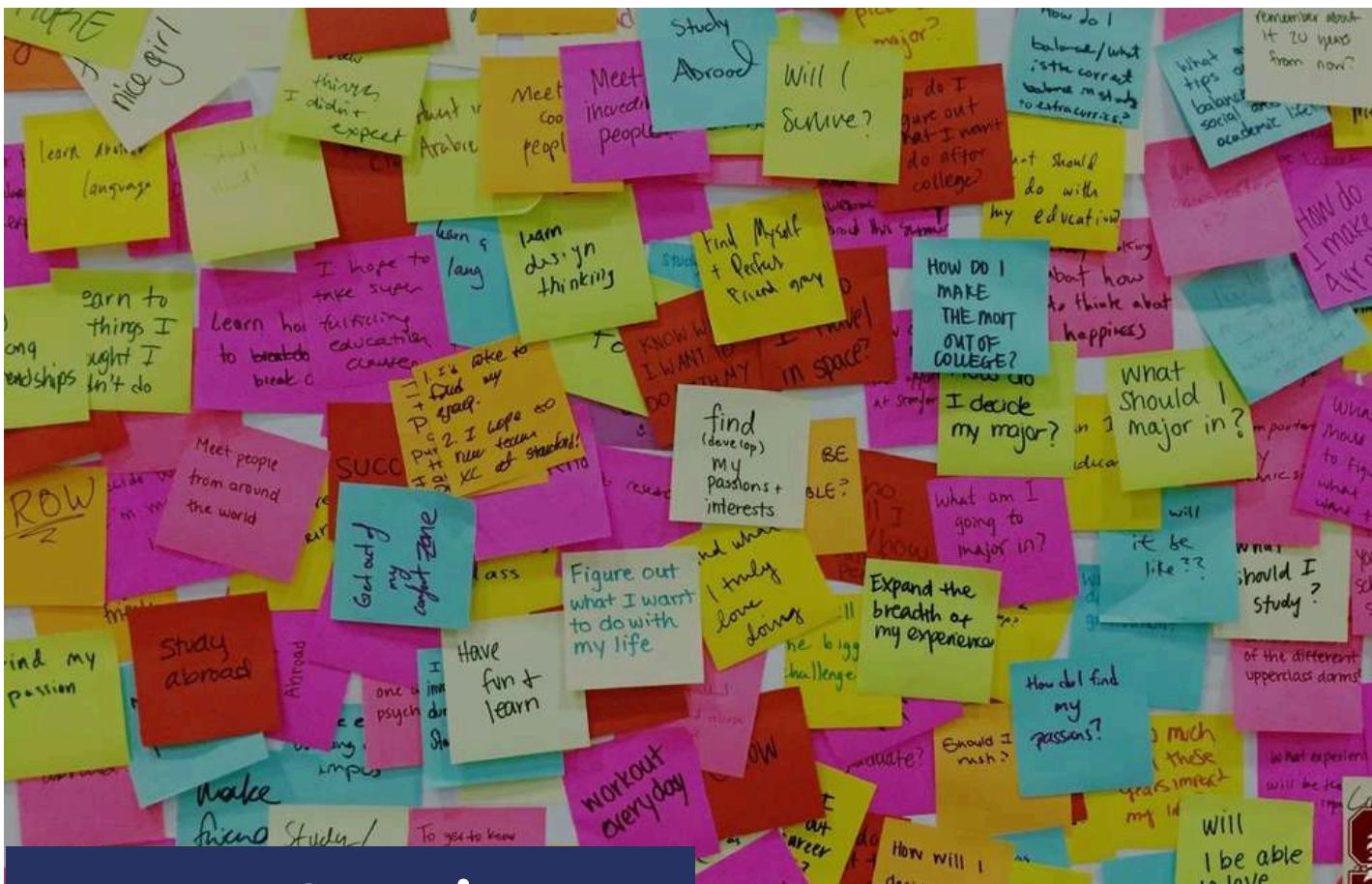
A joint collaboration between OGDCL Leadership Academy
and IBA Karachi



January 26-27, 2026



City Campus, IBA Karachi



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

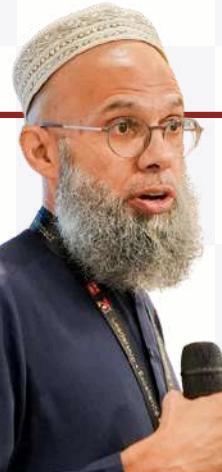
The IBA Life Design (IBA LDL) is a hub for creativity, innovation, and problem-solving at the Institute of Business Administration, Karachi.

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



Wajeeha Asim Khan

Visiting Faculty, IBA Karachi



Program Fee

2,500 USD (plus 3% Tax)



For Registration

**SCAN
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