



Innovation, Co Creation and Design Thinking



Introduction (Programme)

What is design thinking, and how does it benefit organisations?

Most organisations strongly believe that, though innovation is critical to organisational growth, human tendencies obstruct the development of creative solutions. Recently, Design Thinking has emerged as a social technology, unleashing the creative potential and commitment towards customer-centric innovation. It has been proven to eliminate human biases, create superior solutions, lower risks and costs, improve employee buy-in, and customer discovery.

While design thinking is an ideology based on designers' workflows for mapping out design stages, it aims to provide all professionals with a standardised innovation process to develop creative solutions to design-related problems.

Why is design thinking needed?

The main value it offers is a defined process for innovation. Traditional experimentation based on trial-and-error methods is often time-consuming, expensive, and ineffective. On the other hand, following the concrete steps of design thinking is an efficient way to develop new, innovative solutions. Studies suggest that not only does 'design thinking' expedite strategic innovation, but design thinking can also have immensely positive outcomes for advancing a professional career in customer-focused organisations.

Objectives

The key objectives of the program are as follows:

The workshop participants will be able to understand and practice the design thinking approach in solving business challenges at both strategic and functional levels, expedite the innovation cycle in their organisation, and create competitive advantage through business model innovation.

This is a complete application-based workshop. The key questions that will be discussed in the workshop are:

- What is Design Thinking?
- What are the key elements of design thinking?
- How is design thinking different from our traditional business approach?
- Success factors of design thinking
- Mindset, Design Thinking Process and 7-Stage Design Cycle
- Design Principles
- Tools for design thinking

- Application of Design tools
- Vision prototype and Exploration Map
- Concept and Hypothesis Generation and Testing
- Creating Innovation Pitch
- Roadmap for Implementation
- Managing a Design Project

For Whom

- Senior and middle-level Managers.
- Business consultants.
- Academic professionals
- Research scholars.

Pedagogy

The three-day long workshop is designed based on the principle of experiential learning. A few suggested readings and case-based sessions will introduce the concepts and tools to participants. We will spend nearly two-thirds of the time hands-on practising real-world business problems as multiple group exercises. The workshop will be highly interactive, involving multimedia, case studies, lectures, and the student's participation in many forms.

Programme Directors



Dr. Sumeet Gupta
Professor, Information Systems

Dr. Sumeet Gupta is currently Professor of information Systems at IIM Raipur. He received PhD (Information Systems) and MBA from the National University of Singapore and BE (Mining) from GEC Raipur. He has 18 years of work experience in Industry, Teaching and Research, during which he worked with L&T India, The Logistics Institute-Asia Pacific, Singapore and SSGI Bhilai before joining IIM Raipur. He participated in Global Colloquium at Harvard Business School in 2015. He has held visiting faculty assignments with IIIT Naya Raipur and Huazhong University of Science and Technology, Wuhan, China. He has been accredited by AIMA as an Accredited Management Teacher and was awarded Prof. Manubhai M Shah Memorial Award by Indian Commerce Association in 2017. He was also awarded the President Graduate Fellowship at the National University of Singapore. He has published extensively in top-ranked International Journals.



Dr. Satyasiba Das
Professor, Strategic Management

Dr. Satyasiba Das is currently working as a Professor in Strategic Management and Entrepreneurship and Dean (External Relations) at IIM Raipur. He has received an MBA from Hult International Business School, USA; M.Phil. and PhD from Norwegian University of Science and Technology, Trondheim, Norway; and the Marie Curie Postdoctoral Fellowship from the National University of Ireland Galway, Ireland. In his early 15 years of a professional career in management consulting with the Asian Development Bank and SINTEF Norway, he worked for many multinationals and government agencies. Currently, he is involved with many successful technology startups. He is an executive coach to many senior executives and a consultant to various public and large private sector organisations internationally.