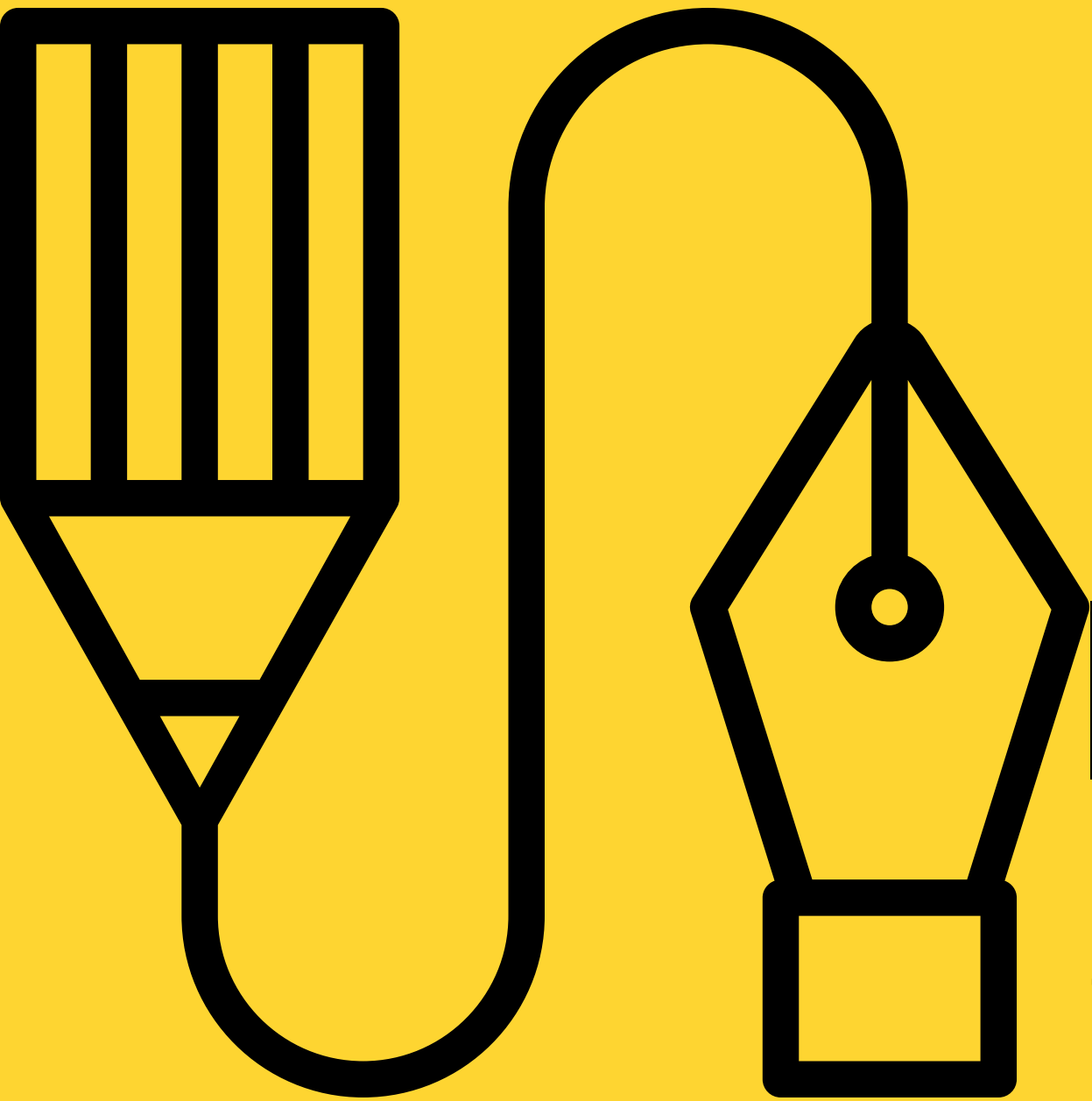
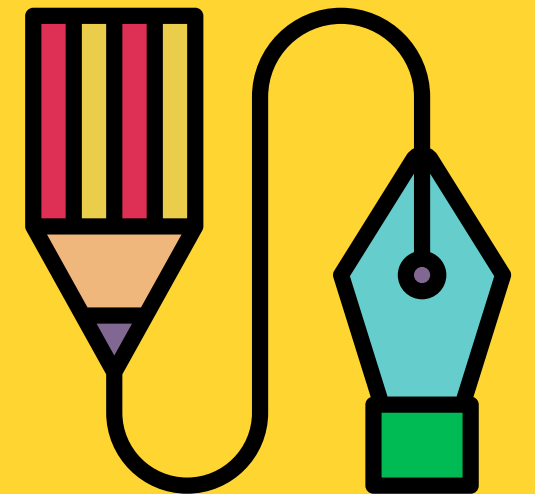


 de Bono

THINKING BY DESIGN ©

Overview

“FROM DEBATING WHAT IS...
TO DESIGNING WHAT CAN BE”
DR EDWARD DE BONO



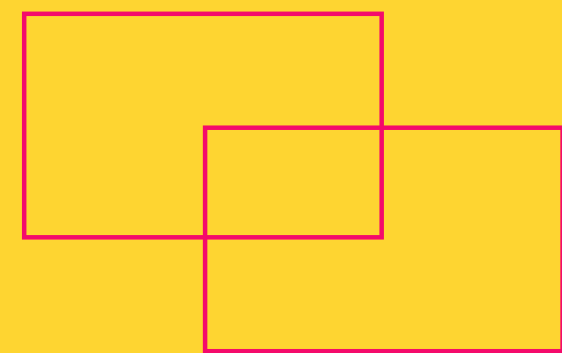
Thinking by Design©

THE PROCESS

Thinking by Design is a course led by experienced, live trainers, utilising thinking tools developed by Dr Edward de Bono and other originators. Thinking by Design is the need of the hour to get your teams to be customer centric and be innovative. Get breakthrough innovation in a formal and structured way as advocated by the legendary Dr Edward de Bono.

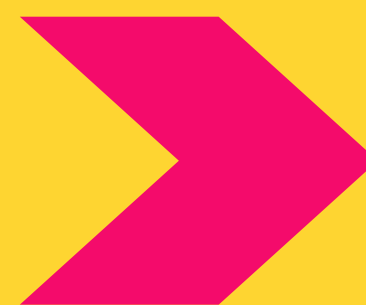
Benefits:

- Thinking by Design is a course that combines the traditions of Design Thinking with the creativity tools developed by Dr. Edward de Bono.
- You will learn the formal process and tools invented by Edward de Bono and others with PDF templates etc.
- Teams will walk away with solutions to any challenge in any area!



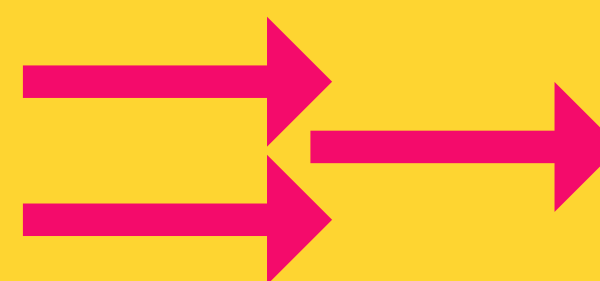
FOCUS

What to pay attention to



EXPLORE

Consider all factors other people's needs



DEVELOP

Ideas to address the focus and needs



EVALUATE

Test feasibility and fit of ideas



IMPLEMENT

Deliver



Thinking by Design©

This is a powerful and best in class combination of Dr de Bono's tools for on demand creativity, with the human centred approach of Design Thinking

The new Thinking by Design course uses time tested techniques that have been applied successfully to design the future for many organisations. This is applied, on demand creativity that changes how your team looks at a situation and provides the process to reimagine it. The emphasis is on creating new value to improve the way your organisation serves its purpose. This is not limited to new product design but is also applicable to problem solving, process improvement, business development, adapting to changing markets, finding creative ways to reduce costs.

THINKING BY DESIGN ©

Being more responsive to stakeholder needs will result in better and longer relationships. In a commercial context this might mean improved client retention and potentially higher sales, fewer errors, faster processes, lower costs.

By involving a wider scope of experience across your organisation you are more likely to generate solutions that are both responsive to a customer's need and more likely to be adopted by your organisation. It is also more motivating for your wider team to be included in the process. This is a practical way to benefit from your team's diverse experience and improve employee engagement



Thinking by Design©

- FOCUSES ON PEOPLE AND THEIR UNMET NEEDS
- INVOLVES METHODS THAT DEVELOP EMPATHY
- IS A COLLABORATIVE, MULTI-DISCIPLINE PROCESS
- REQUIRES A SERIES OF DIVERGENT AND CONVERGENT PROCESSES
- MIXES ANALYTICAL AND CREATIVE THINKING SKILLS

WHAT ARE THE OBJECTIVES?

- To use empathy for understanding customer met and unmet needs.
- To master the 5 steps of TBD and innovate.
- To practice using creative thinking tools on a real life project .
- To present solutions and prototype to leadership.

Thinking by Design©

SESSION FLOW: PRACTITIONER MODULE = MINIMUM 12 HOURS

SESSION 1:

Welcome/ Ice breakers
Introduction- Dr Edward de Bono
Why Creativity/ innovation?
What is Thinking by design ?
Steps and Tools of TBD :
Divergent and Convergent thinking
Focus /Define the problem frame

- Invitational language stem
- Asking questions-FQ/SQ
- O.P.V
- POV

SESSION 2:

Poll/ World café
Empathize

- Empathy map
- Journey Experience
- Personas

SESSION 3:

Ideation

- A.P.C
- Random Word
- -PO
- SCAMPER

Prototyping & Testing

- Evaluation of ideas
- Removing faults
- Assessment of ideas

SESSION 4:

Story telling and story boarding
Implementing

- Action Plan
- Selling to difficult people

Final project presentations
Next steps and wrap up



WHOM IS THIS WORKSHOP MEANT FOR:

Human Resources ,
Customer Experience/
Service, Sales, R&D and
Product designers,
Logistics & supply chain,
Regulatory affairs
professionals and every one
who needs to use empathy,
ideate and use Design
Thinking as a way of life!

PEDAGOGY:

- Real life projects will be taken as part of action learning projects or backyard issues during the session and the teams will come up with low hanging fruit solutions during the last session and present these to senior leadership
- Face to face or Use of Zoom or MS Teams or WebEx or Google Meet as desired base platform plus use of other high level engagement tools viz NEARPOD, PEARDECK, KAHOOT, AYOVA and STORMZ
- Digital pre course reading materials
- Digital recyclable PDF tool templates
- PPT deck, accompaniment templates and Videos as part of the Trainers TTT kit
- Teach back of minimum 45 minutes as part of TTT certification

Dual track Certification, Dual Digital badges by Accredible and Special certificates to top performers
Certifications by de Bono, UK

1. Practitioner, Thinking by Design®
2. Certified Trainer, Thinking by Design®



We'd love to chat!

HOW TO REACH US



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