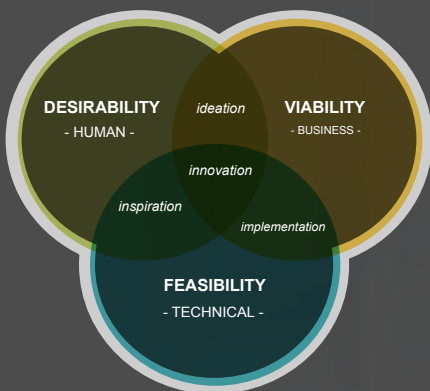


Design THINKING



OVERVIEW

Design Thinking offers an even balance between creative and analytical methods. This combinations motivates teams, coaches and project partners to define the problem and formulate the solution with greater sense of adventure. Difference perspective and experiences consciously flow into the solution process. The solutions space of design innovation opens at the crossroads of user wishes, feasibility and cost-effectiveness.

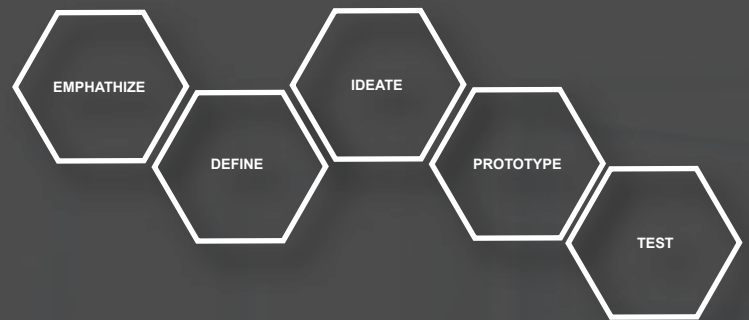


OBJECTIVE

The 5-step iterative Design Thinking process combines the methodology from engineering with experimental aspects from the teaching of design. The user is seen from a social- scientific-perspective, with a view that is always open to something new. Team members from very different backgrounds combine their efforts towards achieving a common goal. At the same time, mutually appreciated, innovation-inspiring communications helps to develop a common language and way of thinking that extends beyond subject-specific terminology and hierarchical borders. Only in this way is it possible to mutually overcome complex challenges. The result: convincing innovations for widely different areas of life.

WHAT IS DESIGN THINKING ?

Design Thinking is a systematic, human-centered approach to solving complex problems within all aspects of life. The approach goes far beyond traditional concerns such as shape and layout. Unlike traditional scientific and engineering approaches, which address a task from the view of technical solvability, user needs and requirements as well as user-oriented invention are central to the process.



Innovation and effective problem-solving combine three essential components: technical feasibility, economic viability and human desirability.

Design Thinking was developed by David Kelley, Stanford professor and founder of the renowned design agency IDEO in Silicon Valley.

KEY BENEFITS OF DESIGN THINKING WORKSHOP

- Empathize with the customer to develop deep consumer insights
- Improve your interview and observation techniques to better understands customer motivations
- Define and reframe a problem based on the emotional needs
- Define and reframe a problem based on the emotional needs
- Develop a just-try-it mentally through rapid prototyping and iteration
- Learn how to embrace diversity of opinions using a common process for design
- Empower others in your company to use design thinking to drive innovation
- Tackle Real World Business Challenges

About Dr. Sunil Gupta

Dr. Sunil Gupta is 4th Life Time Master Trainer in the world. Distributor for official Dr. Edward de Bono Tools for India, Sri Lanka, Pakistan, Middle East & Bangladesh. ECreation, January 6, 1957, Jammu, India. Early education at the University of Bombay. Post Masters Research and Advanced Training in HR at New York, University, NY, USA. M.Phil & Ph.D. in Management. 30 years Academic, Industry & Consulting Experience in 36 countries, working with Cultural Diversity (75 nationalities). Last Line Assignment was as Corporate Manager - HRD, Colgate Palmolive Inc.

Trainer: Life Time Master Trainers require to be of a high professional standard and have considerable experience in training using the de Bono courses - they are selected. Once they have shown their undoubted ability they are eligible to train participants, individual or corporate trainers in any combination of Lateral Thinking, Six Thinking Hats and the POP (Power Of Perception Tools) programme. Accreditation and registry has been entrusted to APTT (Advanced Practical Thinking Training Inc).

Dr. Sunil Gupta is a Post Graduate in Commerce & Management from the university of Bombay and holds a Ph. D. in Management. He has completed his post Master's qualifications and research in Human Resources from the New York University, USA. Dr. Gupta also has post Graduate Diplomas in Management as well as Training and Development.

Dr. Gupta's 30 years career blends academic and industrial experience. His previous work assignments have been in Singapore, USA, India and the GCC.

He has handled HRD and Training Consultancy assignments in the US, India, Singapore and GCC countries with several multinational companies and the Government sector. Dr. Sunil Gupta has special interest in Improving Customer service, Creativity & Thinking Skills and initiating and sustaining Quality processes in Organizations.

Dr. Gupta was the recipient of "Chairman's You Can Make a Difference Award" (YCMAD) for devising and implementing the "Human Resource Information System" (HRIS) awarded by the chairman of Colgate Palmolive Inc.

About Suhail Gupta

EDUCATION

HARVARD BUSINESS SCHOOL

Managing and Transforming Professional Service Firms

XAVIER UNIVERISTY, Cincinnati, OH, USA

Master of Business Administration

THE OHIO STATE UNIVERSITY, Columbus, OH, USA

Bachelor of Science in Business Administration, Finance

WORK EXPERIENCE

Edward de Bono Methods Training, India

Managing Director

- Certified in LEGO Serious Play.
- Certified in Synectics Innovative Team Workshop and Facilitating Group Creativity.
- Certified Trainer - Mind Mapping, Think Buzan.
- Certified CPSI - Advanced Tools and Techniques.
- Certified in Foursight Innovation Model.
- Certified Enhanced Production Systems (TPS) - AOTS Japan.
- Certified Trainer - John Adair Action Centered Leadership Model. Certified MBTI Practitioner.
- Successfully executed soft skills training such as Communication Skills, Supervisory & Management skills, leadership development, team building, and problem solving skills to a number of organizations in India and the Middle East.
- Indira Group of Institutes - Young HR Leadership Award 2010 Asia's Best Employer Brand Awards Singapore - Young HR professional of the year 2011.
- Trained and Assisted in a large number of Lateral Thinking and Six Thinking Hats workshops in India. Clients include top fortune 500 companies and leading organizations in India.
- Certified Master trainer in Dr Edward De Bono's Six Thinking Hats and Lateral Thinking.
- Certified Trainer in Dr Edward De Bono's Power of Perception, Simplicity and Cort.
- Certified NLP Practitioner.
- Certified Trainer - FISH!.