



Design Thinking Practitioner Certification

Workshop to introduce Design Thinking & teach its application in a business context

FEATURES

*Design Thinking is a way to **explore alternatives** and test new ideas directly to be able to **survive disruption** and stay **market relevant**. It brings in the **user's perspective (desirable)** to the value proposition in order to create offerings that are **feasible** and **viable**.*

Learning by doing Design Thinking Methodology & Tools to realize results on the ground, with minimum external help;

How and **where** to use Design Thinking in different contexts;

Power to transform individuals, teams and value propositions in human-centric ways;

Integration with existing skillset(s);

Certification as a mark of excellence granted to individuals who meet the stringent standards of education, examination, experience and ethics.

3 days collaborative workshop + **5 days** Homework
+ **90 days** Project work.

Use **Design Thinking to Transform Business**, in addition to other methodologies such as *Lean, Six Sigma, Agile & change management strategies*

Ideal for Services Industry

- Program backed by several years of design thinking and design practice;
- Training tools and content **built and localized** from the best of breed, inter-disciplinary curricula.

Prerequisites: Minimum 5 years' experience in facilitation, solving real world problems, opportunity identification and similar activities.

WORKSHOP OUTLINE

Day 01 The Problem Space	Day 02 The Design Challenge	Day 03 The Solution Space
Context Setting	Application of tools	Playback of homework
Elements of Design Thinking	Identification of value proposition	The Solution Space
The Problem Space	Homework*	Tools for the solution space
Tools for the problem space		Integration with other methodologies

**Participants will take the Design Challenge to the real world for 5 days, and bring back results to play back on Day 03.*

CERTIFICATION HIGHLIGHTS

1. Multi-level program: **Practitioner to Master Facilitator**.
2. Practitioner certificate presented after an assessment and presentation of a case study ~3 months after the workshop.
3. Mentoring available to individuals and teams during the program.

Other Design Thinking interventions*

1. **Introduction & Sensitisation Workshop** for CxOs and Board Members
2. **Design Thinking Ambassador Program** for business leaders to manage, champion and sponsor Design Thinking.

**(Details available upon request)*

The World Is
VUCA!!

Higher Sigma
=
costly, heavy
technology
investment

Move from
Cost compression
→ Value
Addition

Metric-only
mindset = green
dashboards,
RED
customers

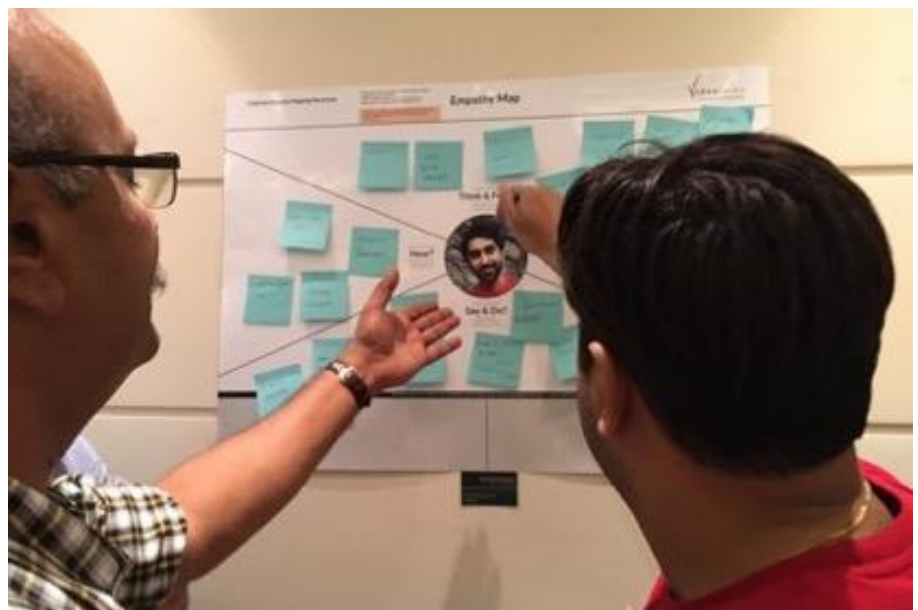
Efficiency gains
from matured
processes
difficult to
extract

Taking on the changing world needs ...

... a *shift* in perspective

Transformation starts when we change our lenses.

To reimagine users' experience, we need new tools and mindsets.



Design Thinking in action

Your clients' customers (end users) are the real customers of your processes. When you improve the end user experience, while balancing business viability and technical feasibility, you become valued partners.

Design Thinking helps you don the hat of the **change receivers** to design solutions that have built-in acceptance.



“The Design Thinking workshop organized by Ideafarms was fabulous! The workshop not only provided a rich learning experience but was also a lot of fun.”

**– Sr. Vice President,
ITC Infotech (USA) Inc.**



“Ideafarms helped Sonata by conducting training and workshops on design thinking concepts and its application... there were several instances of beneficial application of this approach... helped prevent costly requirement changes in later parts of the project.”

**– Vice President,
Sonata Software**



Ideafarms is a global **Design-led Strategy Consulting and Advisory**. The company pioneered application of Industrial Design concepts and approaches to software, keeping the **human experience** at the center of all its thinking. Ideafarms’s ethos combines **empathy** with strong technology competencies to highlight the value of **interdisciplinary** work and **prototyping**—Design Thinking is a natural extension of this human-centric cultural DNA. To help clients stay relevant in today’s disruptive business environment, the company conducts Talks, Workshops and Facilitated Problem Solving for educational institutions, start-ups, investors and businesses.