Certificate Program In Design Thinking
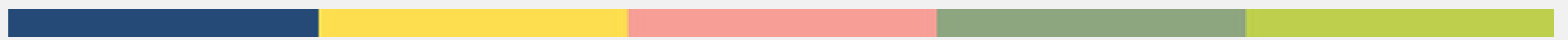
The most comprehensive Design Thinking program in the country.

QGLUE
A QAI Promoted Venture
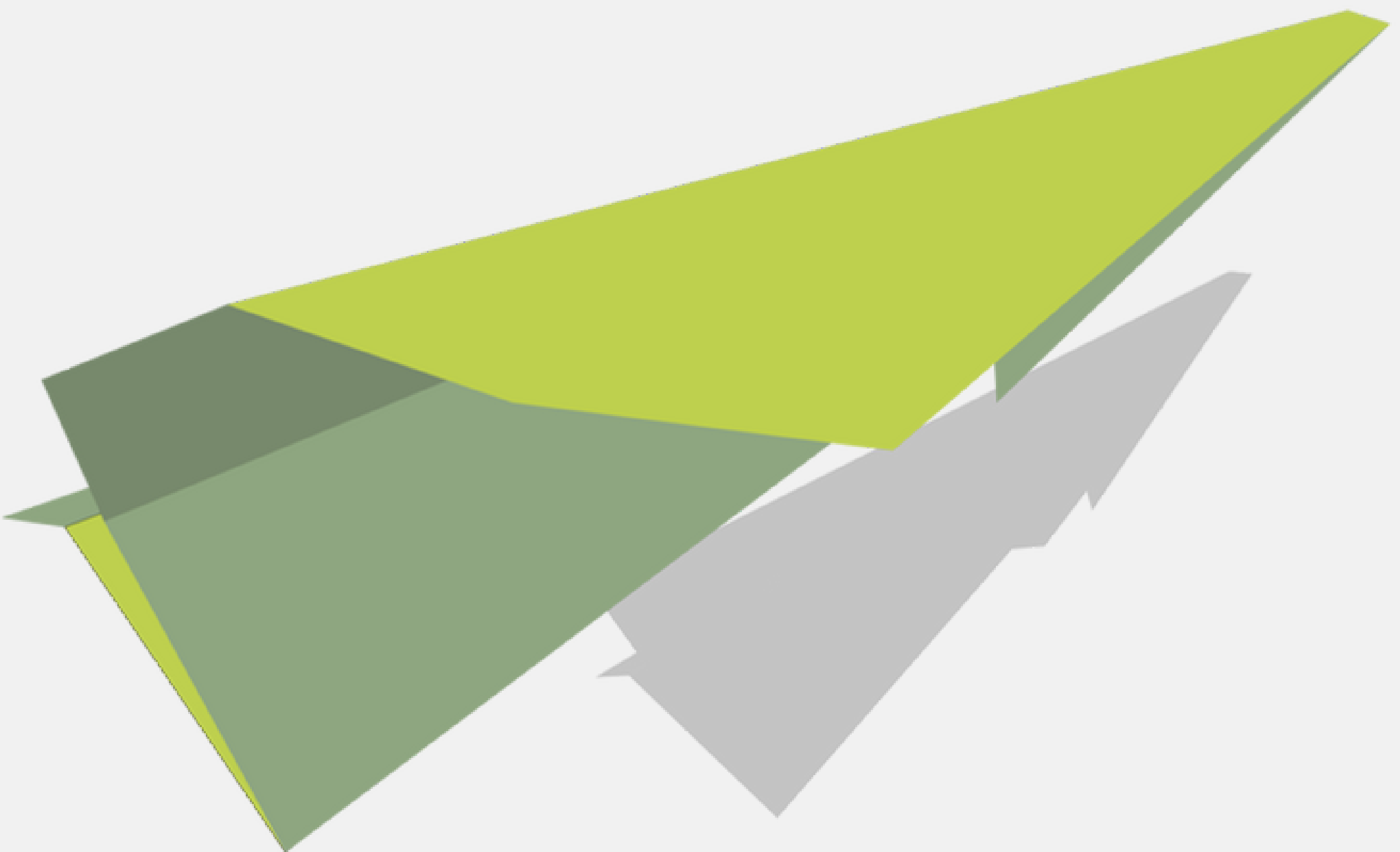
WE NEED A NEW WAY TO THINK.

THE HUMAN-CENTERED WAY.

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Design thinking is not about solving design problems…

It is about solving business problems with the design process

Design Thinking: A Creative Problem-Solving Approach

Design thinking isn't just for designers. It's a creative approach to problem-solving that keeps people at the center—and one that can be applied to almost any role.

It's an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test and offers us a means to think outside the box and also dig that bit deeper into problem-solving.

The program is based on **QGLUE's Design Thinking Competency Framework.**
This is the sum total of critical competencies an individual is expected to have mastered to be considered or certified as a Design Thinking practitioner, based on extensive research by our team.

Dynamic Mindset	**Human Centered and Empathetic**	**Visual & Engages in prototyping**
A mind-set that sees problem solving as an iterating process between inventive thinking to analytical thinking	Concerned with understanding how people are impacted by a problem and see the problem from their perspective	The use of mapping and sketching to bring ideas into practical world. Creation of tangible visual and sensory experiences to test out ideas and concepts
Comfortable with Ambiguity	**Reflective**	**Open to Risk & Embracing Failure**
Comfortable in working with incomplete information and limitations imposed by business environment	Incorporating feedback and lessons learnt to evolve an idea, concept or prototype	A comfort level with presenting new unproven ideas for consideration. Failure is seen as a way of learning
Collaborative	**Optimistic**	
Understanding that solutions are developed in partnership and through engagement with others	Candidate does not see obstacles as problems .They rather see it as an opportunity that can open up a whole new dimension of thought process	

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Program Overview

WORKSHOP OVERVIEW

Experience the power of Design Thinking to create a path of Innovation. The Instructor-led Design Thinking workshops cover **fundamental principles** of Design Thinking, the Design Thinking process steps, and awareness about the **Design Tools** used in Design Thinking. Design Thinking helps solve wicked problems and we believe is the best tool to handle ambiguous situations.

WHY SHOULD I ATTEND?

- Create a **culture of design** and **empathy** in your organization
- **Solve challenges using design thinking methods.**
- **Build expertise** with specific design tools and methods
- Teach your team to apply **human centered framework.**

1 Design Thinking Simulation

2 Competency Report
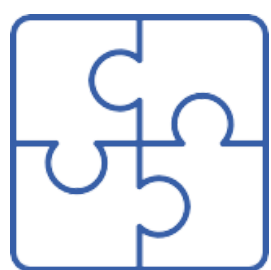
3 Instructor Led Sessions

4 Team Activities

5 Online Skill Assessment
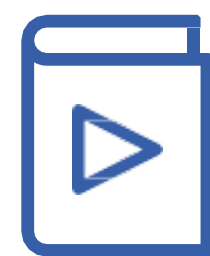
6 QGLUE Design Thinking Playbook

7 Real Life Assignments- Capstone

8 1:1 Mentoring Sessions

9 Practitioner's Certificate

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Your "JOURNEY" to Becoming a Design Thinking Practitioner

1 PRE-CLASS KICK-OFF

Interaction to understand audience, the outcomes expected, and if any key themes are to be addressed during the workshop **(30 min).** An overview session on Design Thinking **(60 min).**

2 KICK START WITH A SIMULATION!

Kick start your Design Thinking Journey with a Simulation! Learn and apply Design Thinking to a real business challenge. Make crucial decisions, see the effect of your decisions, and achieve your targets. End the simulation with a detailed personalized competency report. Get ready to now refine your existing competencies, through the skill building workshop.

3 SKILL BUILDING WORKSHOP

This workshops offer the chance to learn the concepts, dive deeper into course concepts, experience application of the concepts with examples and broaden your perspective.
(In the virtual mode the workshop is conducted using ZOOM and facilitated on the MURAL platform).

4 POST WORKSHOP ASSESSMENT

Upon completion of the workshop, each participant is provided an online assessment covering 8 capabilities, and 25 skill areas. The post assessment provides a comprehensive view of the skill development.

5 ACTION LEARNING CAPSTONE PROJECT

Individuals who clear the assessment start with the Action Learning capstone project to apply the skills learnt on a real-time business problem identified by the team. Done in groups this enables individuals to gain peer feedback, and enable them to synthesize their learning.

6 PRACTITIONER'S CERTIFICATE

Individuals and teams on advancing all the above stages are then provided a Design thinking practitioner's certificate for their achievement.

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Workshop Curriculum

1

MODULE 1

Design Thinking Simulation
- Real life scenario, work with constraints, make crucial decisions and get real time feedback on your actions.
- Pre-assess competencies and delve deep into the Design Thinking workshop with prior knowledge of your strengths and weaknesses.
- Understand, from a leader's perspective, how Design Thinking can the used to solve a real business challenge.

60 Min

Building Individual Competencies

Gamified Learning

2

MODULE 2

What is Design Thinking and Why is it Important?
- Understanding the importance and relevance of Design Thinking.
- Understanding Design Thinking principles with relevant case studies.
- Understanding the importance of Human-Centred Innovation.

90 Min

Expert Assigned

Perspective Understanding

3

MODULE 3

Writing the Problem Statement
- Understanding the problem space and defining it.
- Identifying the specific problem.
- Virtual team breakouts.

90 Min

Expert Assigned

4

MODULE 4

Understanding the Concerned Stakeholders
- Setting goals and priorities aligning the problem area.
- Stakeholder mapping.
- Attempting individual challenges in virtual team breakout room.
- Peer feedback on the task.

150 Min

Team activity

5

MODULE 5

Personas and Empathy Maps
- Understanding Empathy and its application.
- Segmentation and persona creation techniques.
- Experimentation with Empathy Maps and Persona.

150 Min

Team activity

Do it!

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Workshop Curriculum

MODULE 6 **Presentations and Retrospect** • Participants present their working and identified pains and gains for the stakeholder group selected. • Expert inputs and guidance is provided by the facilitator. • Feedback from participants.	🕐 30 Min 📋 Review and Feedback
MODULE 7 **Current Scenarios & Identification of Pain Points** • Identify the pain points using Rose Thorn Bud Methodology. • Derive insights from the Empathy Map. • Understanding stakeholder journey map and its application. • Defining the HMW statement using statement starters.	🕐 60 Min 🤝 Team activity
MODULE 8 **Ideation and Voting** • Using Creative Matrix to generate ideas within groups. • Shortlisting ideas according to priority. • Attempting individual challenges in virtual team breakout rooms. • Peer feedback on the task.	🕐 90 Min 👥 Expert Assigned 🧠 Experiencing
MODULE 9 **Storyboarding** • Understanding the storyboarding technique and how ideas must be integrated to create a solution concept with relevant examples. • Participants create their own storyboard in virtual breakout rooms.	🕐 120 Min 🤝 Team activity
MODULE 10 **Prototyping** • Look at multiple methods of prototyping and the need to fail fast by validation of the concept. • Showcase of the concept poster with relevant application. • Teams create their own concept posters and critique them.	🕐 90 Min 🤝 Team activity 📝 Do it!
MODULE 11 **Pitch** • Presentation of Concept Posters • Feedback from the facilitator and peers .	🕐 30 Min 📋 Review and Feedback

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Design Thinking Simulation:
Get into the action mode from the start!

THE PROBLEM

You are the manager of an e-commerce company, the revenues of which are tanking. You need to enhance customers' experience & meet revenue targets in 2 quarters.

THE FRAMEWORK

Use a design-led problem-solving Approach that puts you in the customers' shoes and develop prototypes that meet their needs and exceed their expectations.

THE TARGET

You are responsible for increasing the revenues of the organization by hitting the million dollar mark and enhancing customer experience 3x.

A gamified way of learning Design Thinking and experiencing its applicability to real business scenarios.

The simulation addresses competencies such as: Innovation, Creativity, Problem Solving & Customer Centric Solutioning

Participants take back reports that reveal behavioral insights and competency scores.
Download a sample report.

POST WORKSHOP:

1. Receive an assessment report-Based on QGLUE's Design Thinking Competency Framework
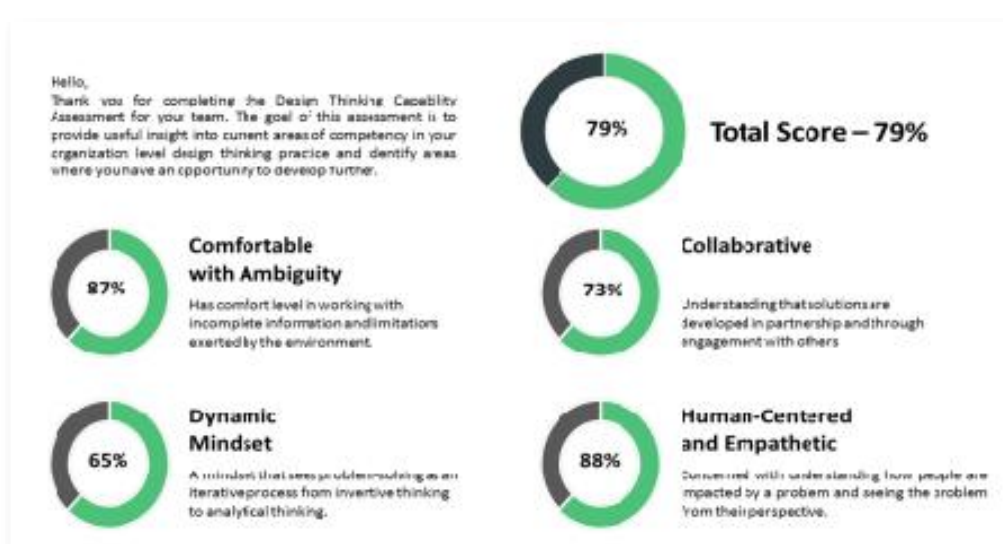
All participants are provided a post class assessment on 8 design thinking competencies and 25 skill areas. Each Participant Gets a Report After the Post Training Assessment

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2. Receive QGLUE's Design Thinker's Playbook

The QGLUE Design Thinker's Playbook captures some of the most powerful design thinking fundamentals and innovative tools. Each tool is meticulously displayed on a separate page and can be used as a template.

3. Action Learning Capstone Project:

Participants bring their real- world business problem and apply the principles and framework Design Thinking under the mentorship of QGLUE's Design Coaches. This is a 4-6-week journey which starts with problem framing and is followed by designing a path to solve the problem.

The participant is handheld throughout the process and receives constructive feedback from their peers and coaches at every step of the journey.

4. Receive QGLUE's Practitioner's Certificate

Upon successful completion of the post workshop Action Learning Project participants will be awarded with a Design Thinkers Practitioner's Certificate.

Some of our customers Engaged with us for Design Led Innovation

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Clients Speak

"It was great interacting with attendees from diverse professional backgrounds. The Design Thinking concepts and tools were delivered elaborately. Look forward to applying them all. "

HR Business Partner
Societe Generale

"The facilitator is the best part about the Design Thinking Workshop. His knowledge and excellent delivery lead to value-driven learning."

Transformation and Delivery Manager
Soprasteria

"The tools explained are extremely apt and suitable to be directly applied in an organisation."

Vice President - Procurement
Barclays

"Collaboration, co-creation and discussions were the best part of the Design Thinking Workshop. I really liked how each concept and tool is explained using a variety of examples.

Marketing Leader
IBM

"Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the Design Thinking Workshop were quite relevant to the content."

Group Manager,
Learning and Development
Mercer

"An extremely user-centric workshop with an approachable, friendly and supportive trainer. The content was relevant for me with practical exercises."

Consultant
UNICEF

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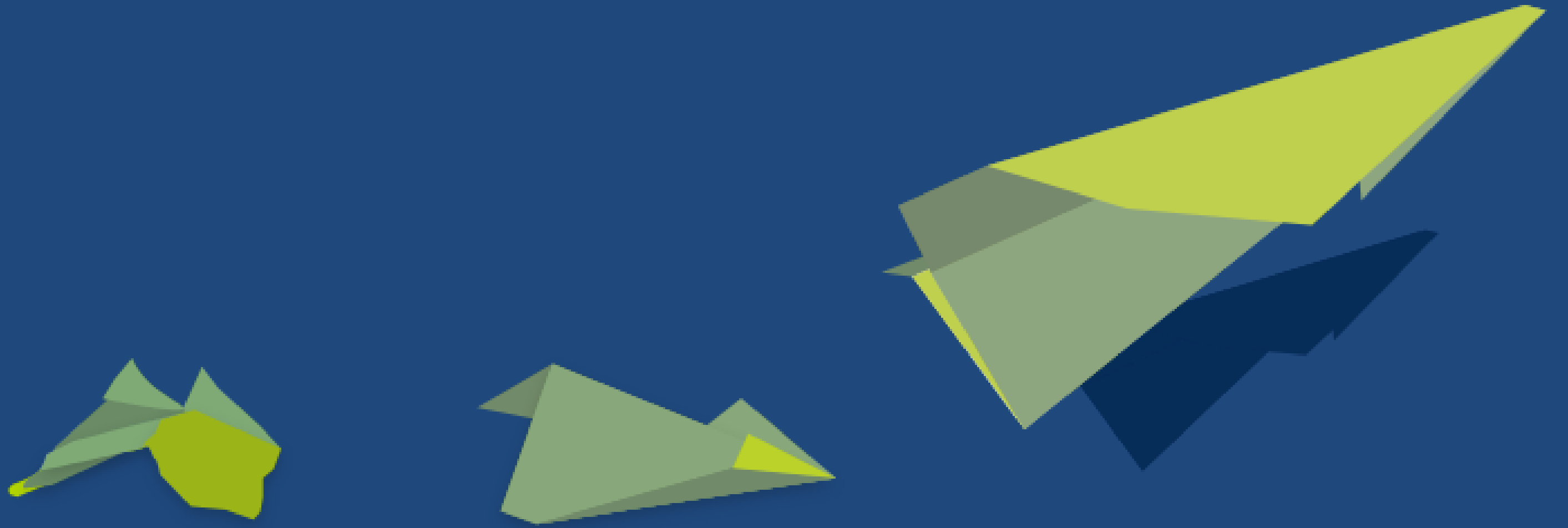
About QAI

Founded by William perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI has trained 180,000 professionals and certifiedover 40,000 people.

30 Years in Existence

700+ Customer Journeys/ Engagements
1000+ Improvement and Six Sigma Projects Delivered 1700+ Corporate In-house Trainings in more than 15+ Countries

About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

Speak to our team:

customer_relations@q-glue.com   www.q-glue.com

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