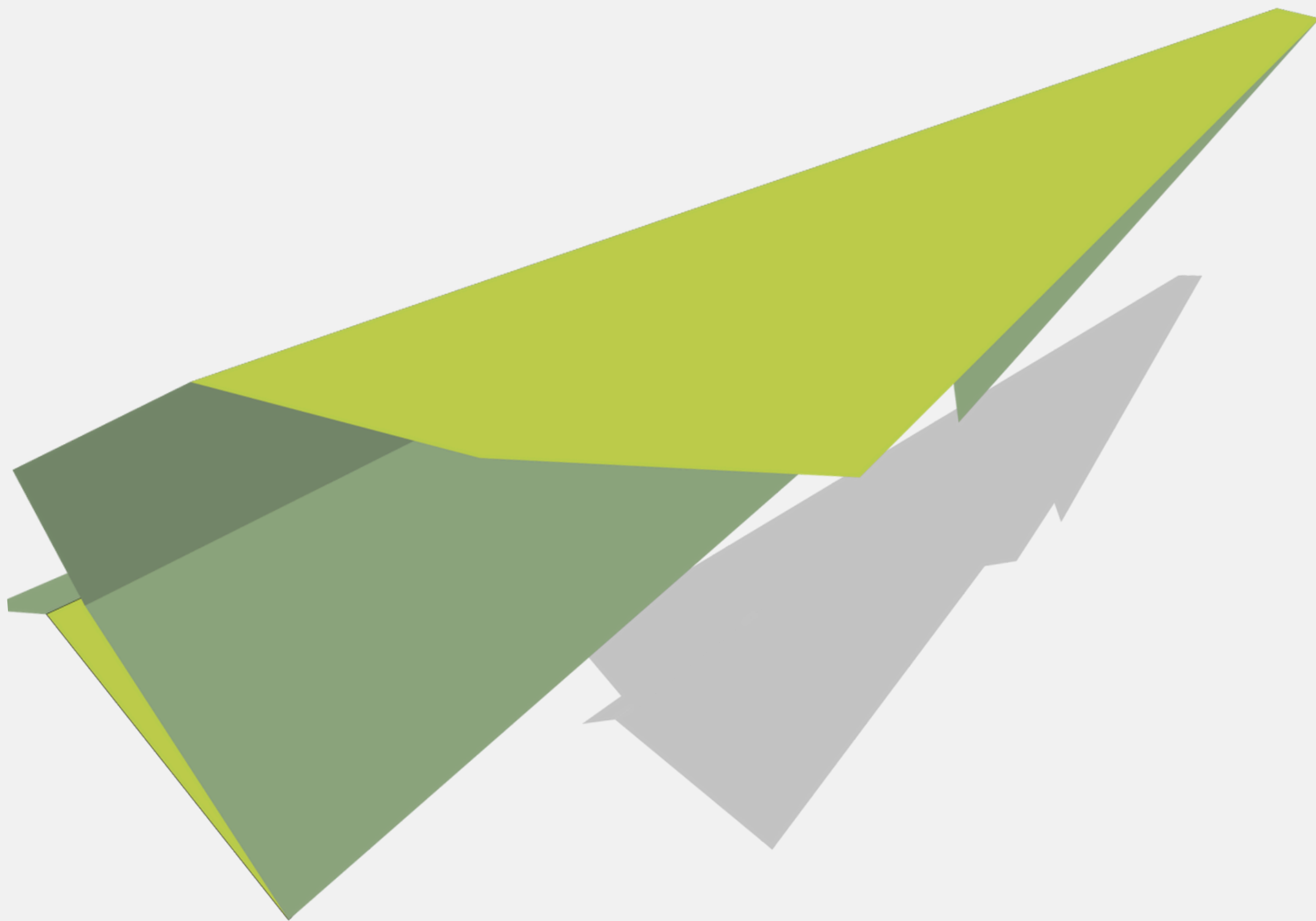


Design Thinking Masterclass

QGLUE's 2-Day Hands-on Design Thinking
Program (Live-Virtual)





**WE NEED A NEW WAY
TO THINK & SOLVE.**

**THE HUMAN
CENTERED DESIGN
LED WAY.**

“

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 A mind-set that sees problem solving as an iterating process between inventive thinking to analytical thinking	Human Centered and Empathetic Concerned with understanding how people are impacted by a problem and see the problem from their perspective	Visual & Engages in prototyping 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 Comfortable in working with incomplete information and limitations imposed by business environment	Reflective Incorporating feedback and lessons learnt to evolve an idea, concept or prototype	Open to Risk & Embracing Failure A comfort level with presenting new unproven ideas for consideration. Failure is seen as a way of learning
Collaborative Understanding that solutions are developed in partnership and through engagement with others	Optimistic 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	

2-Day Program Overview

WORKSHOP OVERVIEW

Join our immersive 2-day Design Thinking Masterclass and unlock the potential of Design-Led Innovation. This comprehensive program, guided by seasoned experts, offers an in-depth exploration of the core principles, detailed methodologies, and vital tools of Design Thinking. Learn to harness this powerful approach to tackle intricate business challenges, manage uncertainties, and drive meaningful innovation within your organization.

WHY SHOULD I ATTEND?

- Develop new creative problem-solving competencies.
- Create a culture of design and empathy in your organization.
- Solve real challenges using design thinking methods.
- Build expertise with specific design tools and methods.
- Obtain a 'Certificate of Proficiency' in Design Thinking

1



Instructor-Led Session

2



Team Activities

3



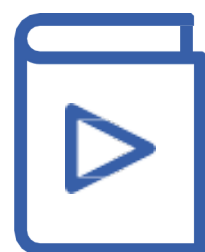
Online Competency Assessment

4



Competency Analysis Report

5



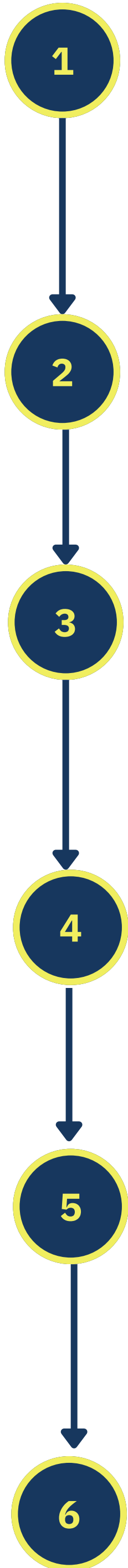
Access to QGLUE's Design Thinking Playbook















6













Certificate of Proficiency in Design Thinking

Program Contents- 2 Days



<p>MODULE 1 What is Design Thinking and Why is it Important?</p> <ul style="list-style-type: none"> • Understanding the importance and relevance of Design Thinking. • Understanding Design Thinking principles with relevant case studies. • Understanding the importance of Human-Centred Innovation. 	<p> 90 Min</p> <p> Expert Assigned</p> <p> Perspective Understanding</p>
<p>MODULE 2 Writing the Problem Statement</p> <ul style="list-style-type: none"> • Understanding the problem space and defining it. • Identifying the specific problem. • Virtual team breakouts. 	<p> 90 Min</p> <p> Expert Assigned</p>
<p>MODULE 3 Understanding the Concerned Stakeholders</p> <ul style="list-style-type: none"> • Setting goals and priorities aligning the problem area. • Stakeholder mapping. • Attempting individual challenges in virtual team breakout room. • Peer feedback on the task. 	<p> 150 Min</p> <p> Team activity</p>
<p>MODULE 4 Personas and Empathy Maps</p> <ul style="list-style-type: none"> • Understanding Empathy and its application. • Segmentation and persona creation techniques. • Experimentation with Empathy Maps and Persona. 	<p> 150 Min</p> <p> Team activity</p> <p> Do it!</p>
<p>MODULE 5 Presentations and Retrospect</p> <ul style="list-style-type: none"> • 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. 	<p> 30 Min</p> <p> Review and Feedback</p>
<p>MODULE 6 Current Scenarios & Identification of Pain Points</p> <ul style="list-style-type: none"> • 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. 	<p> 60 Min</p> <p> Team activity</p>

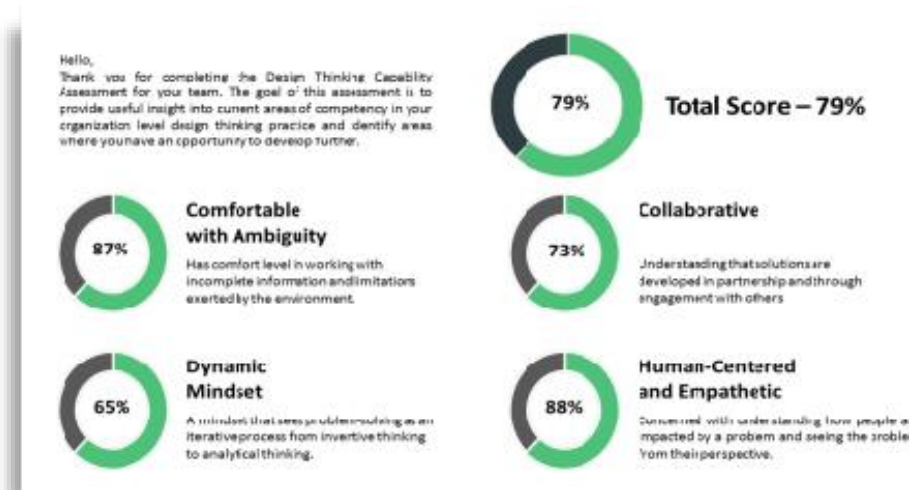
Program Contents- 2 Days

7	<p>MODULE 7 Ideation and Voting</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none">  90 Min  Expert Assigned  Experiencing
8	<p>MODULE 8 Storyboarding</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none">  120 Min  Team activity
9	<p>MODULE 9 Prototyping</p> <ul style="list-style-type: none"> • 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. 	<ul style="list-style-type: none">  90 Min  Team activity  Do it!
10	<p>MODULE 10 Pitch</p> <ul style="list-style-type: none"> • Presentation of Concept Posters • Feedback from the facilitator and peers . 	<ul style="list-style-type: none">  30 Min  Review and Feedback

The participants will learn the tools and principles of Design Thinking through group activities, case studies, videos and dynamic discussions.

What Will You Take Away?

1. 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

2. 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. Certification from QGLUE



Upon completion of the 2-day workshop and the Design Thinking Capability Assessment, participants are awarded with a Certificate of Proficiency from QGLUE.

QAI | QGLUE has issued more than 2,00,000 certificates worldwide for trainings and consulting work done in the design, innovation and process improvement space.

Save the Date! Block Your Seat.

Your Ticket to Building New Creative Problem-Solving Competencies!

**Design
Thinking
Masterclass
(Live-Virtual)**

15th & 16th November 2024
Online (Zoom)

[Register](#)

































Program Fee:

Rs. 16,500 + GST Per Individual

Early Bird Offer:

Rs. 15,000 + GST Per individual
(Valid till 6th November 2024)

Some Of Our Customers That Engaged With Us For Design Led Innovation

			
 Mercedes-Benz			
			
			
			
			
			
			

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



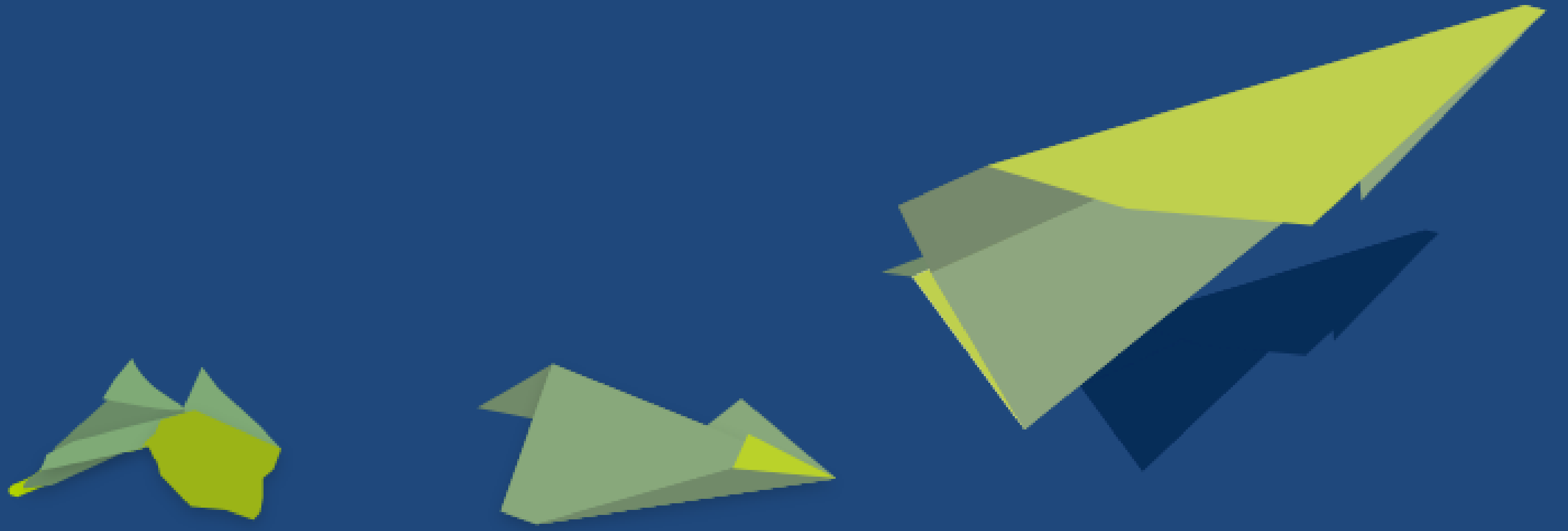
Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the Design Thinking Workshop were quite relevant to the content.”

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



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 certified over 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