



DESIGN THINKING FOR NURTURING INNOVATION

August 29 - September 03, 2016



EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

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"Design thinking for management- can be understood as "A creative and systemic problem solving process that can visualize or shape-tools, society, products businesses and environment by driving user/context sensitive innovations."

Ashis Jalote Parmar - Professor, Design, IIMA

Role of Design thinking is globally being recognized as a competence in making organizations agile, adaptive and in transforming businesses. Several Fortune 500 companies have incorporated Design thinking to nurture innovation and gain a competitive advantage.

World of management is moving to an era of complex and interdependent challenges. Here complexity is due to changing aspirations of consumers, as the society is changing due to rapid pace of globalization and exponential growth of technology (ICT) in our daily lives. As our context continues to evolve, these challenges require managers to work not in silos, but in the intersection of knowledge to seek solutions from ambiguous data and develop competitive strategies with holistic integrated approaches.

In complex times it is the managers turned leaders who will have the vision to see beyond common degree of patterns, by understanding the "big picture" to create new patterns - will stay ahead!

This can be achieved by combining design thinking with established management frameworks. Design thinking strength lies in challenging the existing status quo, making new propositions based on unstructured data points, reframing problems identifying new unmet opportunities for action, to deliver holistic/resilient solutions.

Innovation can be nurtured in organizations by involving design thinking in the key stages of strategy development i.e. in the beginning where key decisions are made, wider and comprehensive inputs are given to frame the right questions to seek multiple concepts and solutions. Design thinking provides effective outcomes, by reducing duplicated efforts and targeting solutions to deliver higher business value and larger societal benefit and of course leading to outcomes that are still relevant by the time they are developed. For example, organizations can design user experience for entire product value chain targeting competitive advantage or even design human centered systems and policies.

Objectives and Content

The programme will focus on introduction, integration and application of design thinking fundamentals to nurture human centered innovation building competence in organizations. It will focus on developing a Design attitude in participants to break their restrictive mindset which is critical towards nurturing innovation in:

- Matured organization: strategies, processes, systems, policies products and services
- New product and service development
- Systems level: Holistic view and design of systems and processes
- **Design thinking and Design Attitude**
Design thinking works in coherence with inculcating design attitude. Inculcating a design attitude is a critical factor to break the restrictive mindset often prevailing in organizations. Design Attitude is required both at the individual and organization level to leverage design thinking for innovation.
- **Design thinking for Venture design**
Introduction to need identification, ideation, hands on prototyping, user testing, idea iteration, pitching and building teams.
- **Design Thinking for Integrated user experience & systems design**
This includes creating an integrated user experience in organization structure, products, services, human resource policies and service design.
- **Design thinking and corporate strategy: Agile & Adaptive**
Incorporating Design thinking at a strategic level in organisations construct a competitive advantage by making the process agile and adaptive, for example, reframing pricing process and redesigning human resource processes.
- **Design thinking in leadership**
Strategies on how leaders can change the organization culture and nurture innovation.

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Audience

Top and senior level managers, key decision makers of large, medium-sized organizations with aspirations to -

- **Be change makers** and bring transformation in organization.
- Nurture culture of innovation in their organizations or to innovate products, processes, services and enhance customer experiences.

Methodology

- Learning: Both reflective and active
- Project based learning through hands on immersion in problem solving
- Peer learning/critiquing and presentations
- Case studies

Team

- Prof. Ashis Jalote Parmar (ashisj@iima.ac.in)
Faculty Chair-Design Thinking for Nurturing Innovation
<http://www.iimahd.ernet.in/~ashisj/>
- Prof. Ashish Nanda (Director, IIMA)
- Prof. M.R. Dixit
- Prof. Sunil Maheshwari
- Prof. Vikram Singh Parmar (CEO-National Design Business Incubator, NID)

More information on Design thinking & Design attitude

- Design Attitude: A Critical Factor in Integrating Design Thinking For Nurturing Innovation by Prof. Ashis Jalote Parmar article in CIO magazine, 2016
<http://issuu.com/indianexpressgroup/docs/ec-201604pages/17?e=5690019/34358113>
- Design Thinking a Fad or Reality by Prof. Ashis Jalote Parmar
<http://www.iimahd.ernet.in/assets/snippets/workingpaperpdf/19759117412015-10-01.pdf>

Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **August 01, 2016**.

Organizational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the programme faculty (usually after the due date for receiving nominations). A formal acceptance letter will be sent to selected nominees accordingly. Nominees are requested to make their travel plan only after receiving the acceptance letter.

For nomination forms and more information, please contact:

Officer - Executive Education

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015

Phone:- +91-79-6632 4472-76

Fax:- +91-79-2630 0352 (ExEd) / 2630 6896 (General)

E-mail:- exed@iima.ac.in

Website:- www.iimahd.ernet.in/exed

Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants get full board and air-conditioned single room accommodation on the Institute campus.

IIMA norms do not allow participants to have any guest stay with them during the programme.

Programme Fee and Payment

Rs.150,000 (+15% service tax) per person for participants from India and equivalent US Dollars for participants from other countries. The fee includes tuition fees, programme materials, board and lodging.

The programme fee should be received at the Executive Education Office by August 01, 2016. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If a nomination is not accepted, the fee will be refunded to the person / organization concerned.

The programme fee can be paid in one of these three ways:

A. Electronic Fund Transfer:

1. Name of Beneficiary: Indian Institute of Management, Ahmedabad
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad (IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: Design Thinking For Nurturing Innovation
5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA Service Tax Registration Number: AAT11247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can connect your remittance to your nomination.

B. Payment Gateway

Please visit IIMA website (www.iimahd.ernet.in/exed) for more information.

C. Demand draft/cheque payable at par at Ahmedabad

The cheque/draft should be in favour of "Indian Institute of Management, Ahmedabad" and sent directly to Executive Education Office through courier or speed post.

Discount

Early Bird Discount: Nominations received with payments on or before **July 25, 2016** will be entitled to an early bird discount of 7%. Early submission of fee and nomination does not, however, guarantee acceptance of application.

Group Discount: Any organization sponsoring 4 or more participants will be entitled to a discount of 7% on total fee payable provided that at least 4 participants actually attend the programme. Organizations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization sponsoring 25 or more participants across all the programmes in one academic year will be

entitled to an overall discount of 15% on the programme fee payable. The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Alumni Association

Please note that participants who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend a total of 21 days in one or more programmes to be eligible for alumni status and alumni identity card, both of which will be awarded on payment of one-time alumni fee of Rs.10,000.

Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting, and research facilities in management.

Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport, and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 96 faculty members working in the following management areas and sectors:

Disciplinary Areas

- Business Policy
- Communication
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organizational Behaviour
- Human Resource Management
- Production and Quantitative Methods

Interdisciplinary Centres And Groups

- Centre for Innovation, Incubation, and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- Gender Resource Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Public Systems Group
- Ravi J. Matthai Centre for Educational Innovation

Kasturbhai Lalbhai Management Development Centre (KLMDC), located on the IIMA main campus, and **International Management Development Centre (IMDC)**, located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is wi-fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carom, chess, cricket, football, squash, TT, and volleyball). Participants can also take advantage of the Institute's library.



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