Design Thinking Workshop

Introduction

A breakthrough innovation is changes to an existing product, service, or process that has a significant impact on the business. Whereas a disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market leaders and alliances. As innovation's terrain expands to encompass human-centered processes and services as well as products, companies are adopting design thinking as a process and attitude to design and innovation projects that can solve complex problems, while always putting the user at the center of that process.

The objective of this programme is to learn the practical tools to help the participants to understand customers, design better value propositions and find the right business model. In breakthrough and disruptive product or service innovation, the minimum viable product (MVP) is a product or service which allows a team to collect the maximum amount of validated learning about customers with the least effort.

*For the complete course content and quotation, please reach out to us at info@irs-training.com or kavitha@irs-training.com .

Key Learning Outcomes

By the end of the course, participants should be able to:

- Define what is Breakthrough and Disruptive Innovation.
- Use the Design Thinking process from idea generation to value creation.
- Explain the framework for developing 'Lean Scalable Businesses'.
- Elaborate the 'Lean Start-Up': Developing Minimum Viable Product (MVP).
- Achieve innovation through Business Model Generation 1 (Business Model Canvas).
- Achieve innovation through Business Model Generation II (Value Proposition Design).
- Design Roadmaps and Scenarios for 'Blue Ocean' and New Opportunities.

Duration

3 Days

Target Participants

Senior Leaders,Senior Managers, Managers, Senior Executives, Executives, Officers, Administrators, and staff members