

Design Thinking: A Customer-Centric Process for Rapid Innovation

What if you could create radical solutions that could stimulate an emotional response? Better yet, what if you could do so rapidly?

Experimental, collaborative and holistically innovative. That's design thinking. It's a mindset for success. It's for anyone who wants to see infinite possibilities and turn problems into solutions. Putting the customer front and center, design thinking offers a strategy for successful companies to be more agile and innovative. Using a proven process to drive innovation, you will work in small teams to visualize outcomes and challenge assumptions. You'll learn a **proven, repeatable, creative and collaborative problem-solving method** that you can use to reframe problems and generate more rapid, empathetic and innovative products and services.



Learn a low-cost and low-risk method to generate business solutions.

OVERVIEW

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HOW YOU WILL BENEFIT

- Understand how design thinking can improve organizational and personal performance
- Embrace uncertainty and develop an experimental mindset to iterate quickly
- Create a new process and attack problems from a completely new angle
- Convert ideas into customer value and market opportunity
- Release your group's creative thinking and sharpen critical analysis
- Create more progressive and practical solutions for real-world problems
- Balance constraints and technical limitations with customer preferences
- Develop design thinking to foster collaboration across functions of the organization
- Learn how to use a repeatable process to drive rapid innovation

WHAT YOU WILL COVER

- Integrating design thinking into the fabric of your organization's culture
- Adding design thinking tools and templates to help your work groups ideate solutions
- Developing a more collaborative and iterative style of work for groups/teams
- Understanding the drivers and inhibitors of innovation
- Learning the importance of stakeholders and interpreters
- Leading collaborative problem-solving testing
- Learning to envision and design collaboratively with visual imaging
- Mapping stakeholders and the complex network of beneficiaries
- Understanding the social-psychological aspect of user experience
- Exploring formal methods for usability testing to form customer behavior and emotional response
- Presenting your vision and inviting buy-in through compelling storytelling
- Fostering an organizational climate for innovation

WHO SHOULD ATTEND

Business professionals in any functional area or role associated with revenue growth.

FACILITATOR ~ EJ Zara



Emmanuel Zara Jr. or EJ as he is usually called, has extensive professional experience in line with Sales and Marketing for various niche markets which include the OFW, Group and Corporate accounts and Direct Database and Affinity sector.

His key areas of strength include sales, marketing, events planning, management support, training, training needs analysis and design, business development and implementation, strategic management, organizational design and structuring, monitoring, control and human resource development.

Currently, Jingo is Managing Partner of a firm which specializes in entrepreneurial solutions which include sales and marketing, sales training and events management, Clients include BPI Family Savings Bank, The Blue Leaf, Word Consulting, Inc., Bayantel, Ayala Malls, Nuvali, SKI Construction Inc., Prime Sales, Inc., Nike Philippines, Sterling Bank, AXA Life, The De La Salle University and Discovery Resorts.

At the same time he also is an independent consultant who delivers high-powered globally accredited professional development trainings to clients such as Accenture, IBM, WNS, Aboitiz). These include leadership courses or executive and managers, Franklin Covey programs, coaching, teambuilding, meeting management, presentation skills, sales and marketing, business writing, communications training, operations management, project management and workshops based on the concepts of Six Sigma and Lean Management.

His outstanding educational credentials include graduating with honors from both the Ateneo De Manila University for his Master's Degree in Business Administration and the University of the Philippines for his Bachelor's Degree in Psychology.



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