

PROBLEM FRAMING WORKOUT

**5- Hour Live Virtual
Instructor-led Workout**

Powered with

MURAL

zoom

PROBLEM FRAMING WORKOUT

Explore a problem space and formulate a robust problem statement to ensure that you are solving for the right problem.

WORKSHOP OVERVIEW

The most important question strategic leaders are grappling with is which business challenges are to be addressed using a corporate innovation drive and which are the ones that should pass through a normal strategic approach. **Problem Framing** is a 5-hour workout that involves the main stakeholders, typically executive level and business level decision makers. This is a time-tested methodology evolved by our globally acclaimed partners, **Design Sprint Academy, Berlin**. Problem Framing is primarily used prior to running an Innovation Design Sprint or undertaking a Design Thinking journey and is customized for the Indian business context by QGLUE.

WORKSHOP TAKEAWAYS

- Using a structured approach to discover the challenge space and define them objectively for a Corporate Innovation Intervention (Open innovation, Sprint, Design thinking immersive or an Hackathon).
- Learn how to align the Innovation challenge areas with the strategic objectives.
- Experience framing the challenge area with expected outcomes and criteria for success using the Algorithmic approach from DSA- Berlin and TRIZ Methodology.

PRE- KICKOFF

- Identify a challenge area or a roadblock.
- Submit it to the team for evaluation and feedback
- Shortlisted challenge area to be worked on during the workout session

WORKSHOP DESIGN

This program is designed for a group of 15 participants who will work in groups of 5 on a specific business challenge. There is a DIY Guide which will be shared with participants and the facilitator will walk through the teams in the entire journey. The engagement is run in a time-boxed sprint with individual and team activities in each module.

The workout is broken down into 4 phases, each lasting for 60 minutes, followed by FAQ.



Key outcomes and workouts are digitally stored and shared with the client using



PROBLEM FRAMING WORKOUT

KEY OUTCOMES

- Discovery of an entirely new challenge area.
- Aligning the challenge to the corporate strategy.
- Learn a repeatable and time tested method to ensure that we are defining the right challenge to work on prior to launching a corporate innovation drive using a design led approach.

WHO SHOULD ATTEND?



VIRTUAL COACHING SESSIONS

- Business Innovation Heads.
- Strategy leaders.
- Transformation program heads and Managers.
- Transformation program heads and Managers.
- Anybody wanting to find and answer to “Are we solving the right innovation challenge?”

EXTRA BONUS

We are giving away tools and digital templates to run your own Remote Problem Framing workshop.



USE OF VIRTUAL TOOLS

1. VIRTUAL COLLABORATIVE CLASSES

- Use of state of the art virtual collaboration tools like Mural / Zoom
- Teams can use Mural to brainstorm, evaluate ideas and prepare storyboard with the coach guidance using inbuilt templates & sticky notes
- Organize and share ideas with others



Digital workspace for collaboration with in-built tools, templates



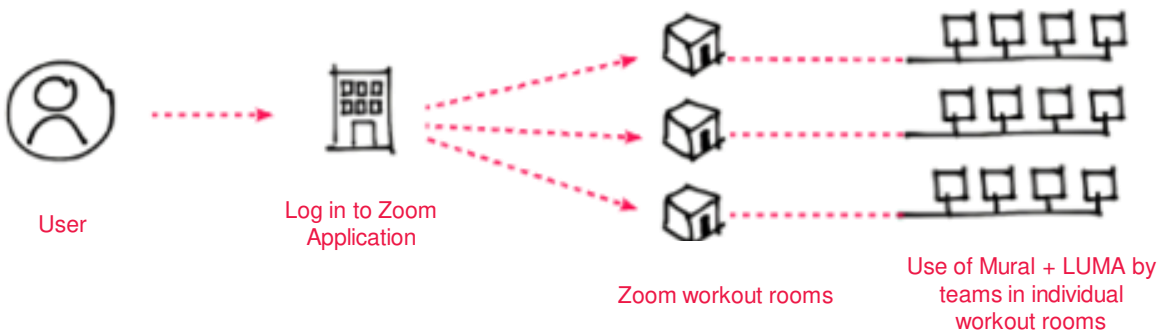
Remote conferencing for online meetings/workshops



From onsite collaboration space

To virtual collaboration

2. FACILITATION



3. EXAMPLE OF INBUILT TOOLS & TEMPLATES TO FACILITATE THE TRAINING



Managing Stakeholder Exp...



Persona Grid



Empathy Map

A close-up photograph of a hand pointing at a document. The document is covered with various colored sticky notes (pink, green, yellow) and some printed text. The background is slightly blurred, showing more of the document and the hand's movement.

About QAI | QGLUE

ABOUT QAI GLOBAL

QAI: Global consulting organization in Process Improvement and Quality Management

Projects

800+ Improvement Projects

400+ Six Sigma Projects

300+ “High Maturity” Process Implementations

30+ Countries, **5** Continents

50+ Multi Site Process Improvement Engagements

175+ Courses in **12** Categories

Lineage

30 Years in Existence

750+ Person Years of Experience

Globally Accepted Accreditation from various Governing bodies

Customers

700+ Customer Journeys/ Engagements

Top Fortune **500 Companies**

World’s Top Software Enterprises

Top USA IT Companies

World’s Leading Semi Conductor Companies

Big 4 Consulting Firms

Delivered **1700+** Corporate In-house Trainings in more than **15+** Countries

10 to 10,000+ Employee Client Organizations

ABOUT QGLUE

QGLUE is the design and innovation arm of QAI.

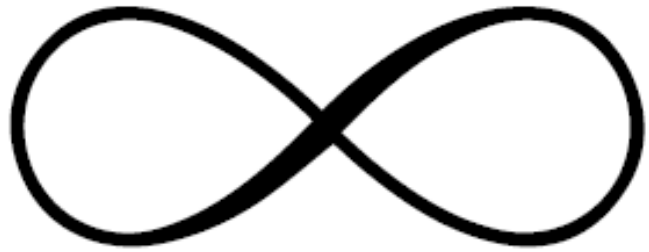
QGLUE uses design-led practices to help businesses build services that people love and impact the world around us. Using a human centred approach, QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

We facilitate innovation that makes the world better designed and people happier. QGLUE undertakes Design Coaching, Innovation on Demand, Briefings for Senior Management and Culture Change Workshops to equip businesses to become design-led.

Some of our Clients:

				
			 Mercedes-Benz	
				 PROMOTING DATA PROTECTION A NASSCOM Initiative
				
				 High performance. Delivered.

**RE THINK
RE IMAGINE
RE VALIDATE
RE BUILD
RE DO
RE IDEATE
RE CREATE**



Innovation Matters!

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Experience the Power of
arriving at the Right
Problem Definition.
