



Learn To Solve a Business Challenge.

With QGLUE's

Design Thinking Action Learning Program.

USA | INDIA

A FOUR-WEEK LIVE VIRTUAL JOURNEY
FOR A TEAM OF 4.

Starts September.

Register Now 

Design thinking enables innovative problem solving.

71%

of organizations that practice design thinking report it has improved their working culture on a team level.

(Source: [Parsons New School](#))

69%

of design-led firms perceive the innovation process to be more efficient with design thinking.

(Source: [Parsons New School](#))



Design thinking is not
about solving
design problems...

It is about **solving**
business problems
with the design process ””

Some of the many areas where organizations have used Design Thinking.

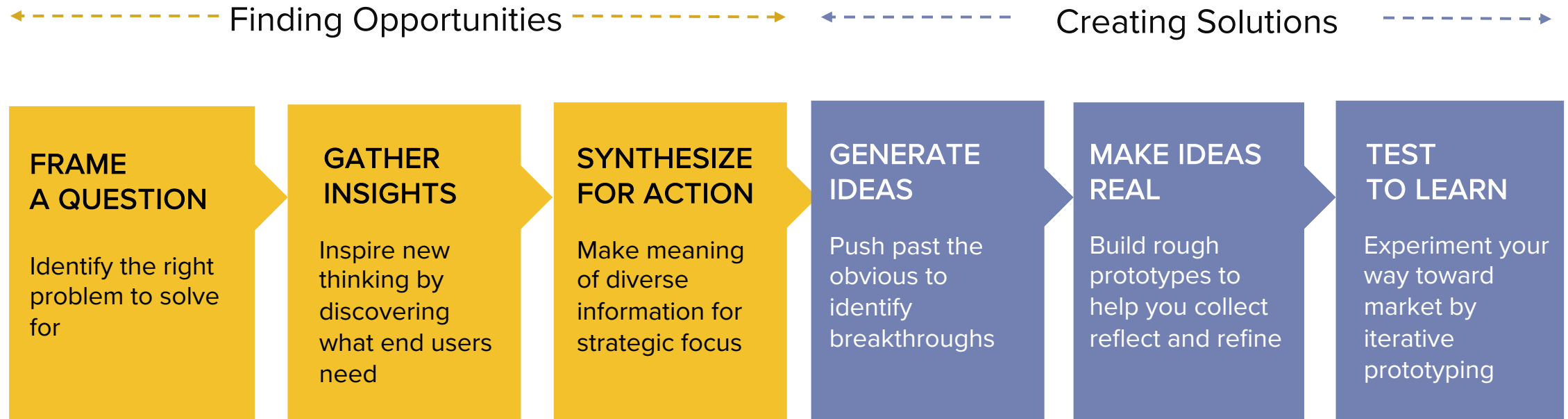
To Enhance **Customer Experience**

To Accelerate **Digital Transformation**

To Attract & Retain Talent

To Improve **Products and Services**

Decoding Design Thinking.



Introducing The QGLUE

Design Thinking Action Learning

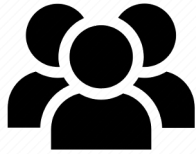
A Four week Journey

Register Now 

Register (Book a Table). Bring along
Team for 4 and a Business Challenge.
Attend Design Thinking Masterclasses.
Apply to your Business Challenge.
Consult Design Thinking Coach.
{Repeat, for 4 weeks}

Leave with insights and solutions and
Design Thinking skills.

Program and Journey Highlights.



4 members per team



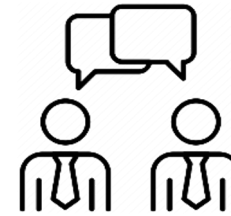
4 teams per cohort



Cohort based Action Learning*



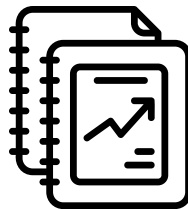
4 design thinking masterclasses



3 design coach office hour slots



Receive benefits and guidance



Based on QGLUE's Design Thinking Competency Framework®



Receive templates, tools and playbooks

The Program Flow.

Week 1

Week 2,3,4

Form A Team & Identify The Challenge

- Select a problem statement
- Form a group of 4-5 Members
- Receive the Design Thinkers Playbook
- Prepare for learning



Learn the approach, tools, techniques

- Understand Design Thinking
- Learn to discover, create, and test solution
- Learn techniques, tools, and recipes
- Prepare a plan for solving your challenge



Apply the knowledge to solve the challenge

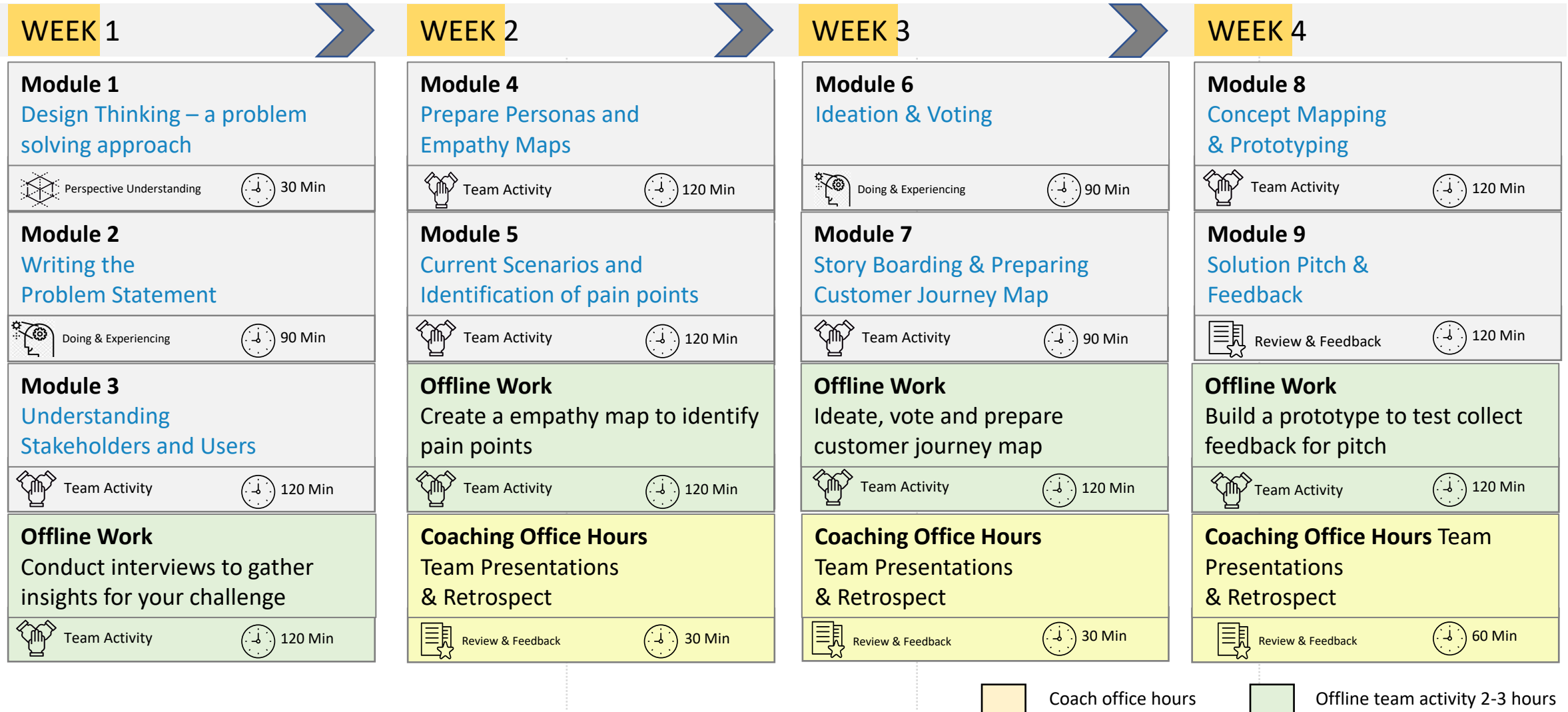
- Apply techniques to solve the problem
- Create solution ideas, and prototypes
- Guided coaching sessions



Validate Solution with Master Coach

- Present your solution to the coach
- Validate with the coach
- Refine and present to your team
- Showcase the results to sponsor

Program Structure.



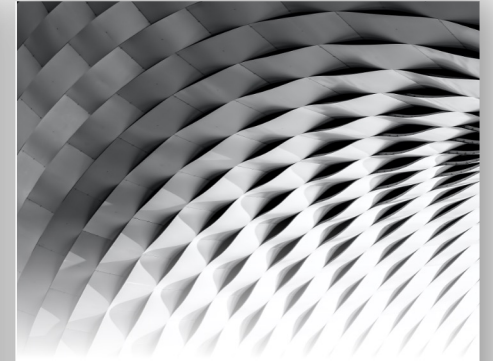
Challenges Solved by Previous Cohorts.



How might we solve the problem for leaders, who are currently facing roadblocks while implementing transformation and a new way of working in their organization?



Design Thinking helps the management staff of a Fortune 500 company solve strategy-led fuzzy challenges.



Design Thinking helps global software and IT companies collaborate between teams.



How might we optimize the cost of printing and delivery of physical statements?



How might we manage and reduce waste created in an organization?

Meet Your Coach for the US cohort.



ANDRE TYLER

Master Coach & Advisor – Design & Innovation

Leading global customer experience expert and speaker. Over the past 26 years, Tyler has worked with 60% of Fortune 200 in over 35 countries, helping companies gain a competitive advantage by developing effective customer experience strategies.

One of 142 people globally to be awarded IBM's Leader status in Enterprise Design Thinking, Tyler specializes in the innovation side of experience strategy.

Leveraging a background in psychology, the ultimate human-centered design approach, an MBA from a top-tier school, and specialized training in Design Thinking and Service Design, he sits at the intersection where business, technology, and design converge.

He has helped organizations differentiate and innovate (from startups to large multinational brands) in a complex global market.

Tyler's work in building customer-centric corporate cultures has garnered international recognition, resulting in an invitation to train as a Savior-Relier executive leader, a program used by Apple, L'Oréal, LVMH, and other top companies to train their C-Suite in empathetic leadership.

Meet Your Coach for the India cohort.



KSHITIZ ANAND

Strategic Advisor & Design Coach QGLUE

Kshitiz Anand is a Design Thinking Coach with QAI - QGLue. His approach is firmly grounded in applying the principles of Design Thinking to Problem Solving in development areas like Digital Transformation, Education, Healthcare, Financial Inclusion.

He was a principal consultant to L'école de design Nantes Atlantique, a leading French Design school. He functioned as the Director of India Studio, and over the 5 years, he established the Master's program in Transcultural Design, that emphasized on Design for Social Impact to product award winning designers.

He is a Corporate Trainer with over a decade of experience in facilitating workshops to help people get familiar with the latest tools of Innovation, Design Thinking, User Experience, Design for Social Impact, Product Management.

Kshitiz received his Masters in Human Computer Interaction Design from Indiana University, USA and a Bachelors in Communication Design from Indian Institute of Technology (IIT) Guwahati, India.

Program FAQs.

Is this a coaching or a training program?

It is both. The program is designed as an Action Learning Program, designed to enable the participants to solve a specific challenge by learning and doing as a cohort. To make the learning by doing effective, we offer coaching sessions to guide the participants.

How much pre-work do we need for this program?

No pre-work needed. You need to identify a challenge which you want to solve, and 4 – 5 team members who are involved with solving the challenge.

How much time do we need to commit in the 4-week journey?

Approximately 4 - 5 hours per week. You need to spend 4 hours per week on learning by doing to master the skills. In addition, you need to plan 1 hours with your team to work on the challenge identified by your team.

Who can attend this program?

Absolutely anyone. The program is designed to support challenges from all streams of work within an organization. Customer Experience, Product Design, Business Design, Strategy, Marketing, HR teams can benefit from this program.

Can one really solve a business challenge in 4-weeks?

Yes, you can. The program enables you to gather the insights, gain perspective, identify new break through ideas, rough prototypes of the solution, and get feedback on the solution from your peers, and other cohorts. It will not entirely solve the challenge but will provide you a solution to build upon.

Program FAQs.

Do I get a certificate at the end of the program?

Yes. Your team members will receive an individual certificate. To get the certificate, the participants must complete the 4 learning by doing sessions and complete the review and validation of the prototype for the challenge with the coach.

What if I miss an Action Learning session?

You can attend the next cohort to get the support. We also record the sessions for a later review by the individual cohorts. We can provide you the access to the recorded sessions.

What kind of problems are best to bring along?

Any challenge is fine. It is suggested that we bring in a challenge which is not too broad, and not too narrow. Challenges which relate to creating human centered experiences and involve designing the same are best suited for this program.

Can I get this arranged in-house for multiple teams?

Absolutely. The program can be done in-house for various teams. The structure of 4 cohorts of 4 members each remains the only limitation.

Will we have confidentiality of the problem statements?

Absolutely. The problem statement that a team brings will be discussed and worked on 1-1 coach office hours only.

Certification



Become a Design Thinking Practitioner after the completion of the Design Thinking Action Learning Program.

Post Workshop Capability Assessment



All participants are provided with a post-class Capability Assessment Scorecard based on 8 design thinking competencies and 25 skill areas.

The assessment is based on Design Thinking Competency Framework®

Your Investment

Rs. 95,000*

For a Team of 4

Register Now



The fees includes:

- Participation for up to 4 members in the program
- 04 Learning Sessions (16 hours)
- 03 Coaching Sessions 4 weeks
- Free Assessment of Individual Teams
- Individual copy of the participant kit
- Offered in English Language
- The kit of design thinker's playbook, planners, case studies & recipes.
- Provided in a soft copy format.

* for USA, email us.

Your Program Schedule

United States of America

Action Learning Sessions
(08:30 pm – 12:30 pm PST)

September 22	Session 1
September 29	Session 2
October 06	Session 3
October 13	Session 4

Each Active Learning session is planned for 4 hours.

Coaching Sessions
(09:00 – 10:00 am PST)

September 26	Session 1
October 03	Session 2
October 17	Session 3

Each Coaching session is for 1 hour per team.

India

Action Learning Sessions
10 am – 2 pm IST)

October 01	Session 1
October 08	Session 2
October 15	Session 3
October 22	Session 4

Each Active Learning session is planned for 4 hours.

Coaching Sessions
(09:00 – 10:00 am IST)

October 03	Session 1
October 12	Session 2
October 26	Session 3

Each Coaching session is for 1 hour per team.

Clients speak!



This was a great way to ideate together, bring the brightest ideas out, and co-create. Collaboration, team spirit, deep thinking, sharing of experiences and wisdom, and meeting challenges as a team was the important take always. Great experience. 🗨️



An extremely user-centric workshop with an approachable, friendly and supportive trainer. The content was relevant for me with practical exercises. 🗨️



The strength of the workshop is keeping participants focused and driving on the same path together with different mindsets. 🗨️



**Organizations world over
are using Design Thinking
to out-compete competition.**

**Are you ready to
learn Design Thinking skills and
solve your business
challenges?**

**Founded in the USA,
operating over 35 years,
700 customer journeys,
clients in 30 countries.**

QAI

Process Improvement and
Quality Management

QGLUE

The Design-led Innovation
arm of QAI



The future belongs to those who learn more skills and combine them in creative ways.”

Stop Innovation Theater.
Start Innovating.

BOOK A TABLE. TODAY.

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