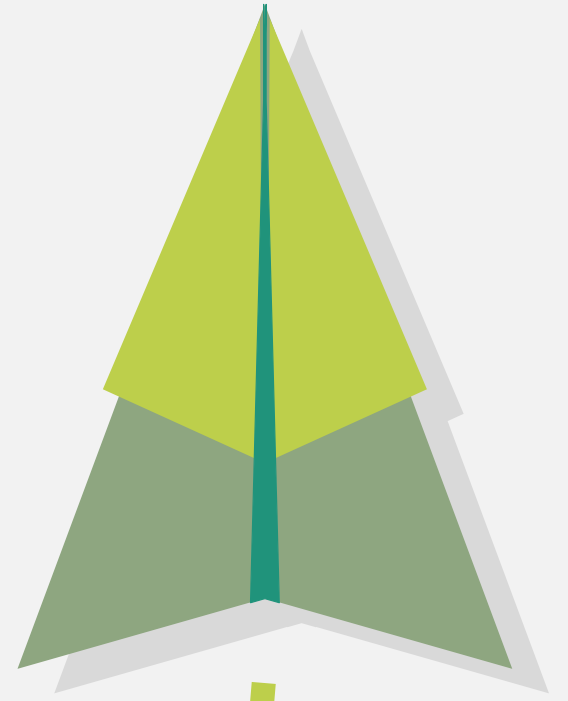


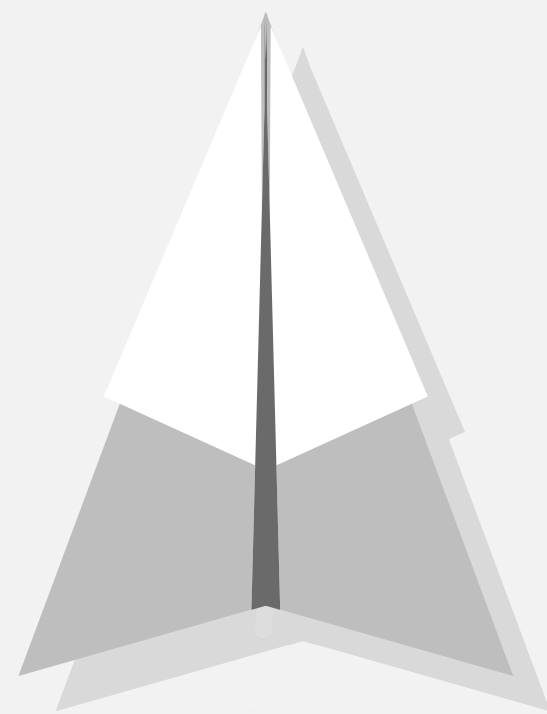
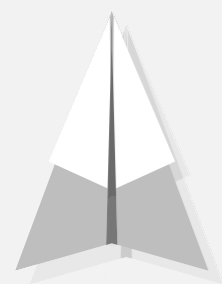
IMMERSE YOUR COMPANY
IN THE WORLD OF

DESIGN THINKING AND INNOVATION



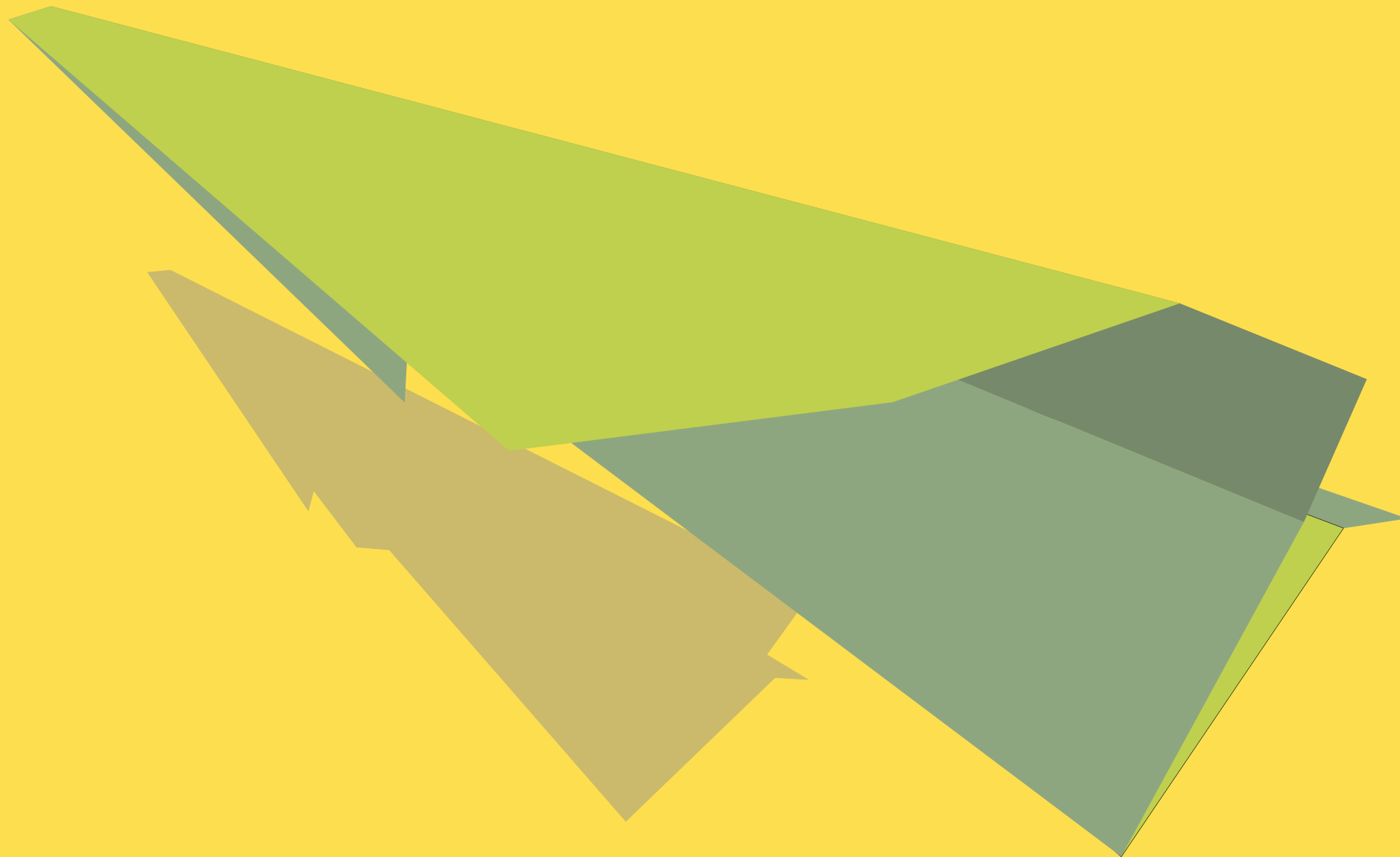
*"Where you innovate, how
you innovate, and what you
innovate are design
problems."*

- Tim Brown,
CEO and president of IDEO



What Is The Design Led Way?

It is an approach for finding creative solutions to tough business challenges and leads to innovation.



**DESIGN IS
A MINDSET
AND
INNOVATION
IS THE
OUTCOME**

TABLE OF CONTENTS

1	Certificate Programme In Design Thinking	5
2	Design Thinking For Startups	6
3	Innovation For Business Leaders	7
4	Design Thinking For Business Leaders	8
5	Think Like A Start-Up Game Workshop	9
6	Design Sprint	10
7	Problem Framing Workout	11
8	Design Thinking Capability Assessment	12
9	Customer Journey Mapping	13
10	Trend Driven Innovation	15
11	Story Crafting For Innovation	16
12	Design Fiction	17
13	Customer Obsession Workshop	18
14	Innovation Hackathon	20
15	Design Thinking Action Learning Programme	21
16	Enhancing Employee Experiences	22
17	Transforming The Recruitment And Onboarding Experiences	23

CERTIFICATE PROGRAMME IN DESIGN THINKING

Design Thinking for Innovation and Business Growth

Through the workshop, you will experience the power of Design Thinking to create a path of Innovation. The Virtual Instructor-led Design Thinking workshops cover fundamental principles of Design Thinking, the Design Thinking process steps, and awareness about the Design Tools used in Design Thinking. Design Thinking helps solve wicked problems and we believe is the best tool to handle ambiguous situations.

Who should join?

Everybody actually! Design Thinking should be at the core of strategy development and organizational change in order to create a culture that's focused on a creative way of solving problems. This way of thinking can be applied to products, services, and processes; anything that needs to be improved.

Purpose

Our design thinking online course puts the user at the heart and employs a collaborative and iterative 'build to learn' approach to wicked problem-solving.

What all will be covered?:

Introduction to design thinking
 Persona and Empathy Mapping
 Stakeholder Mapping
 HMW statements
 Prototyping
 Capstone project/ D.Learn
 Capability assessment



If a picture is worth a thousand words, a prototype is worth a thousand meetings. ”

Ideo.org

2 days

with 4 weeks of training session

Outcome?

- Understand the end-to-end human-centered framework.
- Create real business impact over sustained periods of time.
- Practice design thinking skills through hands-on activities.
- Create a culture of design and empathy in your organization.
- Align various stakeholders and leaders towards a single purpose.
- Understand how design thinking can come to life in a distributed working scenario.
- Standardize a common language for creative problem-solving.

Certificates:

Participants with 80% attendance and have completed the assignments will be given Practitioners Certificate

DESIGN THINKING FOR STARTUPS

Innovate to Succeed With QGLUE's Design Thinking Action Learning Program For Startups

Design thinking is a process that helps create value in businesses through creative problem solving. It draws upon logic, imagination, intuition & systemic reasoning, to explore possibilities of what could be & to create desired outcomes that would benefit the customer.

Who should join?

Everybody actually! Design thinking should be at the core of strategy development and organizational change in order to create a culture that's focused on a creative way of solving problems. Having said that, Startup Founders, Entrepreneurs, Customer Experience, Product Design, Business Design, Strategy, Marketing and HR teams within startups would benefit greatly from this program.

Purpose

To help startups understand what are the problems that are worth solving, what are the solutions and value that they offer their customers & understand whether the product is right and what the customer would be willing to pay for it.

What all will be covered?:

Module 1 - What is design thinking and its importance

Module 2 - Writing the problem statement

Module 3 - Understanding stakeholders and users

Team Activity - Conduct interviews to gather insights for your challenge

4 weeks

15 hours

Module 4 - Personas, empathy maps.

Module 5 - Current scenarios to identification of pain points

Team Activity - Create an empathy map to identify pain points

Module 6- Ideation and voting

Module 7- Storyboarding and preparing customer journey map

Team Activity- Ideate, vote and prepare customer journey map

Module 8- Concept Mapping and Prototyping

Module 9- Solution pitch and feedback

Team Activity- Build a prototype to test, collect feedback for pitch.

Outcome?

- Learn to effectively solve common challenges which Startups face using Design Thinking methods.
- Synthesize what you learn into actionable insights for your Startup.
- Create a culture of design and empathy in your Startup.
- Align stakeholders within the startup towards a single purpose
- Learn to apply the human centered design framework to create real business impact over sustained periods of time.

Certificates:

Practitioner's certificate

“

Many ideas grow better when transplanted into another mind than the one where they sprang up. ”

Oliver Wendell Holmes

INNOVATION FOR BUSINESS LEADERS



He who rejects change is the architect of decay.

Harold Wilson

Lead your business by unleashing the most innovative strategies

Innovation is undoubtedly a buzzword in the world of business for leaders. Innovative business leaders thrive to create high-quality solutions with their innovative concepts in different industries. This Workshop enables Business Leaders to articulate different top 10 types of innovation that can be envisaged with a laser-sharp focus for different enterprises, organizations, companies and lines of Businesses.

Who should join?

- Program / Project Management Office (PMO)
- Management Teams, business leaders and middle managers
- Shared services and support units
- Other roles who wish to think differently and contribute to better results for Product / Service / Process Innovation & Transformation & Disruption!

Purpose

Participants learn examples, best practices, tips, tricks and traps from across the globe spanning different industries in order to pick and choose to plan and execute what type of innovation makes sense to their respective organizations!

What all will be covered?:

- Apply Profit Model & Innovation In Business
- Apply Network & Innovation In Business
- Apply Structure & Innovation In Business
- Apply Process & Innovation In Business
- Apply Product Performance & System & Innovation In Business
- Apply Service & Channel & Innovation In Business

1Day

- Apply Brand & Innovation In Business
- Apply Customer Engagement & Innovation In Business

Outcome?

- Remember Top 10 Types of Innovation To Choose From For Enterprises / Organizations / Companies
- Understand Examples of Top 10 Types of Innovation
- Apply Best Practices of Top 10 Types of Innovation
- Analyze Lessons Learned, Tips, Tricks & Traps of Top 10 Types of Innovation
- Evaluate Top 3 Types of Innovation For Self / Line of Business / Department / Function / Organization
- Create Enterprise Wide Innovation, Transformation & Disruption Master Plan

Certificates:

Practitioner's certificate

DESIGN THINKING FOR BUSINESS LEADERS



The designer does not begin with some preconceived idea. Rather, the idea is the result of careful study and observation, and the design is a product of that idea. ”

Harold Wilson

Think like a leader to solve all your business problems

Business Leaders must enable their enterprise-wide employees to resist the urge to converge quickly on a solution! Management Executives and Business Leaders need to encourage project teams to gather WIIFM (What's In It For Me?) Perspectives and PoV (Point of Views) about Business, People, Process and Technology in order to link OKRs (Objectives & Key Results) of each employee's work towards Customer / Consumer / Stakeholder Delight!

Who should join?

- Program / Project Management Office (PMO)
- Management Teams, business leaders and middle managers
- Shared services and support units
- Other roles who wish to think differently and contribute to better results for Product / Service / Process Innovation

Purpose

Leadership & Management Teams of organizations will be able to Create Business Use Cases, Scenarios, Establish EGO (Expectations, Goals & Objectives) & Connect The Dots With Mission & Vision! Business leaders across the companies' lines of business, shared services and support units will be able to practice design thinking to discover/ empathize, interpret/define, ideate, experiment/ prototype and evolve / test innovative products, processes and services as solutions to address stakeholders & wicked problems!

What all will be covered?:

- DESIGN Thinking WIIFM (What's In It For Me)

1Day

- Business Perspective PoV (Point-of-Views)
- People (Change & Culture)
- Perspective PoV (Point-of-Views)
- Process (Quality & Governance)
- Technology (Tools & Applications)
- Customer Delight
- StoryTelling! Create Business Use Cases, Scenarios, Establish EGO (Expectations, Goals & Objectives) & Connect The Dots With Mission & Vision
- Workshop Wrap-Up & Summary

Outcome?

- Remember Every Stakeholders' Need To Internalize WIIFM (What's In It For Me?) During Design Thinking & Doing
- Understand the Importance of Business, People, Process, Technology & Customer Perspectives To Effectively Practice Design Thinking & Doing
- Apply Customer Delight Perspective & Point of View To Connect The Dots For Business Innovation Results
- Analyze Business Use Cases, Scenarios & OKRs (Objectives & Key Results) For Innovation Rol (Return-on-Investment)
- Evaluate Innovation Vision, Mission & EGO (Expectations, Goals & Objectives) For Effective Design Thinking Practice

Certificates:

Practitioner's certificate

THINK LIKE A START-UP GAME WORKSHOP



the best start-ups generally come from somebody needing to scratch an itch. ”

Michael Arrington

Optimize your problem-solving through a simulation of a fast-paced start-up environment

During this workshop groups will work in an interactive way in setting up their own startup company or MVP by using the principles, tools and mindset of Design Thinking. We can design the program around the topic of Sustainability. With this fun and high-energy exercise, participants will be challenged to think beyond their everyday routine, in order to come up with creative and innovative ways of designing a value-driven MVP.

1Day

Who should join?

The programme will be highly beneficial for Customer Experience, Product Design, Business Design, Strategy, Marketing, Business Development and HR teams.

Purpose

This game is essentially designed to pose a challenge to business professionals.

Outcome?

The biggest learning of this challenge is for teams to experience how high-paced decision-making, collaboration and close contact with the end-user can lead to surprising and innovative results.

Certificates:

Practitioner's certificate

What all will be covered?:

- A design-driven framework to build a sustainable value-driven MVP;
- Learn how to align values with organizational models, culture, propositions, business models and customer values and goals; Practice teamwork, high-paced decision making, and designing with your end-user and creative thinking concepts.

DESIGN SPRINT



Immerse your company in the World of Design Thinking.”

Sprint to the finish line of innovation-led business success

Design Thinking & Innovation Development (DTID) Framework MindSets provides both individuals and organizations with guidance on how to enable, nurture and grow the professional development of the design thinker & innovator.

Who should join?

There are no eligibility criteria set for the course. But it is essential to come with an open mind and be okay with ambiguity.

Purpose

- Developed at Google Ventures, the Design Sprint is a 5 phase framework that allows you to experience and execute innovation, where you get to solve a REAL business challenge through designing, prototyping, and testing ideas with customers.
- Participants learn the Design Sprint tools and techniques to come up with innovative solutions to problem statements, explore how to set a meaningful challenge for a successful Design Sprint, and participate in immersive training on how to plan and successfully run a Design Sprint. Participants not only experience the transformative power of a Design Sprint but are also trained and certified as Sprint Masters!

What all will be covered?:

Problem Framing

- Learn how to address relevant aspects of a problem
- Identify and capture stakeholders' perspectives and assumptions

The Sprint process shrinks what is normally a months-long development cycle, into 5 intensive days.

- Make sense of customer needs, perceptions and expectations
- Engage your team toward a common purpose

Design Sprint 3.0

- Understand customer needs, outline and map customer journeys
- Work with constraints to spark ideas. Rally a team to get the most out of combined team expertise
- Sketch innovative solutions in no time
- Create an MVP
- Test with real customers

Design Sprint Facilitation

- Learn the Design Sprint ground rules & mindsets
- Gain the ability to deal with disruptors: Prevention & Intervention
- Manage conflicts & difficult group dynamics
- Become self-aware of your personal strengths & weaknesses
- Confidently run a Design Sprint

Outcome?

- Learn the ground rules and mindsets to run a Design Sprint with confidence
- Sketch innovative solutions in no time and test the solutions with real customers
- Identify and capture stakeholders' perspectives and assumptions
- Learn to be “designerly” in your approach to problem-solving
- Learn to engage your team toward a common purpose

Certificate: Certified Design Master

PROBLEM FRAMING WORKOUT



The way we frame our questions shapes the way we see solutions

Teo You Yenn

Framing the right problem statement can lead to multiple desired solutions

The most critical question strategic leaders are grappling with is which business challenges to address using a corporate innovation drive and which ones should pass through a traditional strategic approach. Problem Framing is a time-tested methodology evolved by our globally acclaimed partners, Design Sprint Academy, Berlin and customized for the Indian business context by QGLUE.

1Day

Who should join?

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

Purpose

This workout is designed to use a structured approach to discover and define the challenge space objectively for a Corporate Innovation Intervention (open innovation, Sprint, design thinking immersive or hackathon). It will help businesses to learn how to align innovation challenge areas with strategic objectives.

Outcome?

Discover an entirely new challenge area.

- Align the challenge to corporate strategy.
- Learn a repeatable and time-tested method: ensure that we are defining the right challenge before launching a corporate innovation drive using a design-led approach.
- Use the Algorithmic Approach from DSA- Berlin and TRIZ Methodology to frame the challenge areas with expected outcomes and criteria for success.

Certificates:

Practitioner’s certificate

DESIGN THINKING CAPABILITY ASSESSMENT

Assess your organization's ability to think different

QGLUE's skill assessment & certification to assess and recognize the Foundational skills in Design Thinking Required for professionals to perform design and innovation activities in their current roles. The assessment facilitates identifying the right mix of team members to work on a real project and provides a roadmap for upgrading their skills.

Who should join?

- Individuals who wish to understand their competencies aligning with Design Thinking and Innovation
- Individuals aspiring for a career/movement into Design Thinking
- The assessment is a great fit for those wishing to undertake: Innovation, Design Thinking, Product Management, Service Design, Strategy & Growth.

Purpose

- This framework is used to analyze how companies sense and respond to emerging needs in order to create new value by adopting a design-thinking dynamic capability.

What all will be covered?:

- The complete Design Thinking & Innovation Framework includes proven practices that are widely applied, as well as practices that are emerging in the profession, including published and unpublished materials. As a result, the Design Thinking & Innovation framework is constantly evolving. The QGLUE Design Thinking Competenc



When you really go for inclusion and belonging, that's when you start to see retention. That's when you start to see innovation and heightened creativity. ”

Detria Williamson

60 minutes

Framework encompasses a premise of competencies that have a direct impact on the enablement of innovation.

- The Design Thinking Competency Framework can be visualized into 8 core competencies.
- 40 questions for each assessment. Maximum time 60 minutes. 1-month validity from the date of receiving the access code. 1 assessment per attendee.

Outcome?

At the end of each assessment, the individuals shall receive an individual assessment report for their personal reference. Organizations who wish to conduct the assessment across their teams will also receive the following in addition to Individual Assessment Reports for attendees.

1. Organizational Role Summary Report.
2. Organizational Learning Investment Plan.

Certificates:

Organizational Role Summary Report. Organizational Learning Investment Plan.

CUSTOMER JOURNEY MAPPING



Building a good customer experience does not happen by accident. It happens by design. ”

Clare Muscutt

If experience isn't your strategy, you're doing it wrong

Rise above the complexities of touch point into the era of loyalty and experience transformation.

20 hours

Who should join?

- Marketing professionals/Customer service professionals/Experienced designers/Design thinkers/Digital transformation professionals/Project managers.
- Executives and managers looking to upgrade processes and manage growth through CX & UX.
- Individuals and teams working on strategy or marketing who want to manage experience transformation and improve customer experience lifecycle.
- Entrepreneurs and executives of start-ups who want to establish a profound customer journey framework and experience
- Representatives of organizations seeking efficient processes to engage customers over a long term

Purpose

The course introduces professionals to the effective methods and frameworks of customer Journey Mapping. Rather than imparting theory-based knowledge, we follow a hands-on approach to creative problem-solving.

The structure of the customer journey mapping workshop program will take participants through the process to understand and create principles, and tools in this action-oriented experience.

What all will be covered?:

- Design thinking & Experience
- Journey Mapping
- Business Insights
- Journey Transformation and Customer Experience Governance
- Customer Vision & CX Strategy Setting
- Journey Identification & CX Analytics
- Journey Prioritization

Outcome?

- Learn to identify 'VOC' & build customer Insights
- A Scientific Way to do touchpoints analysis & mapping & Make CX your competitive advantage
- Learn to use 'Empathy' & 'Customer Centricity' as a key tool in your arsenal
- Identify CXM and define metrics for continuous improvements. Map & craft ideal customer journey frameworks

Certificates:

There Are Many Ways
To Approach And Solve Problems
We Will Experience The

DESIGN LED WAY



TREND DRIVEN INNOVATION

“

Our job is to figure out what *they're going to want before they do... People don't know what they want until you show it to them.* ”

Steve Jobs

Leverage new-age trends to drive your innovation strategies

What does your customer want next?

Learn to figure out what consumers are going to want before they do.

Who should join?

Any organizations who wish to stay ahead in business by finding out new trends and gain a competitive advantage by delivering to customers what they want before they know what they want.

Purpose

To prepare businesses to innovate and strategise their business in accordance to satisfy upcoming trends in the marketplace. To bring solutions to consumer problems by thinking outside the box.

What all will be covered?:

Case studies, live virtual session

5.5 Hours

Outcome?

- Figure out how to identify consumer trends and detect emerging expectations before your competitors catch on.
- Learn to empathise with your consumer
- Provide end-to-end solutions to arising consumer problems

Certificates:

Practitioner's certificate

STORY CRAFTING FOR INNOVATION



You can't use up creativity. The more you use, the more you have. ”

Maya Angelou

Allow your customers to feel like heroes and come back for more

We, humans, are hard-wired for stories. We think in stories and narratives. Good visual storytelling with innovative storytelling is an experience that evokes an emotional response. They put people at the centre while aligning Innovation with Strategy. This helps organisations win their customer, their real hero.

Who should join?

Our program is customizable and can be tailored for your context and desired outcome. Be it functional leaders, technologists, data analysts or individuals, we have something suitable for everyone.

Purpose

- Visual Storytelling for Innovation is about harnessing the power of stories for influence and impact. We enable leaders, teams and organizations to craft strategic and narrative storytelling with data that are simple and powerful.
- Our Visual storytelling involves the use of graphics, images, pictures, and videos to engage with viewers in an effort to drive emotions, engage in intercommunication, and motivate an audience to action.

What all will be covered?:

Introduction to Visual Storytelling for Innovation -
 Frame your Innovative Storytelling
 Build your Story using Storytelling Techniques -
 Visual Storytelling Elements and Structure
 Build your Innovation Narrative - Innovative
 Storytelling across the Innovation Lifecycle

Bespoke

Beyond Just Storytelling – The Innovative Storytelling Ecosystem
 Practice makes it Better - Live sessions/
 Presentations/ Coaching (after 2 weeks)

Outcome?

- Our innovative storytelling workshop will explore how well-crafted stories build your innovation narratives.
- The session will help you understand how the art of visual storytelling can make complex information memorable and easy to process, appeal to people, evoke emotion and inspire action.
- Post the workshop, you can also avail individual mentorship for creating your own innovation stories using storytelling with data, our faculty can guide and support you through the same.

Certificates:

Practitioner's certificate

DESIGN FICTION



Imagination is the beginning of creation. You imagine what you desire, you will what you imagine, and at last, you create what you will. ”

George Bernard Shaw

Uncover new ways to tackle business problems to reach maximum efficiency

Opening paragraph: it's impossible to predict the future, but it's possible to imagine scenarios of possible futures and therefore anticipate what it could look like. Design Fiction is a process to generate disruptive concepts that lead to new services and a strategy.

3 half-day sessions spread across 3 weeks with office hours + homework during the sessions.

Who should join?

For companies wanting to give their employees practical education around new design methodologies.

Purpose

The purpose of the design fiction programme is to find moonshot ideas, interact with like-minded innovative companies, engage and train your employees, identify new trends in your industry and constantly look forward to adapting & find new opportunities.

What all will be covered?:

1. Foresight study
2. Creating scenarios
3. The hero's journey
4. Solutions and fictions
5. Roadmap and action
6. Capturing clues about the future
7. Articulating the study into generative scenarios
8. Using the power of fiction and narration
9. Prototype the future and spread the word
10. Design the game plan and take the first steps

Outcome?

- Understanding what design fiction is, how industry leaders are using it and how it can be used in your personal context. Covers several examples of modern-day use-cases.
- Developing a futuristic mindset. How to identify trends and turn them into opportunities. How to immerse yourself in the future.
- Challenge your vision and your culture. Discover how business can evolve while retaining its essence. Prototype new moonshots and create narratives to lead change.

Certificates:

Practitioner's certificate

CUSTOMER OBSESSION WORKSHOP



What's best for the customer is best for the business. ”

Chris Brown

Deliver delight to your customers before they even ask!

Customer Obsession. Looks like common sense? May we state that common sense is rather uncommon? Yes, this workshop is to essentially demystify what is customer obsession and why it is important for every business to ensure customer delight that it in turn moves our revenues and profitability northwards!

At its core, true customer obsession revolves around showcasing and practising empathy with a deep understanding of your customers through obsessive listening!

Active & Empathetic listening at every single stage of your business is so important that we require a formal and structured framework to be at our peak in Customer Obsession to Nurture, Retain and Acquire more customers/clients/consumers on a day-to-day basis!

Customer obsession starts with understanding our Customers' EGO (Expectations, Goals & Objectives), and how our product/process/service offerings can help them realize business benefits.

What all will be covered?:

- Anybody who has “customer obsession” as a focus
- Program / Project Management Office (PMO)
- Business Leaders & Management Teams
- shared services and support units

Other roles who wish to drive excellence in their outputs, outcomes and results for Product / Service / Process Innovation, Transformation & Disruption

5.5 Hours

- Employees across Departments & Functions working towards Excellence in Business, People, Processes, Technology & Customers

Purpose

Workshop participants will appreciate the necessary steps to create a more Customer-Obsessed Culture. The workshop aims to Inspire, Institutionalize, Innovate, Implement & Iterate and prove our customer obsession to result in better outputs, outcomes and results for our clients/consumers/customers!

This workshop is aimed at enabling participants to think of themselves as problem-solvers, helping to make customers' outcomes more attainable — and that may mean going outside the box or at times new boxes!

What all will be covered?:

- Customer Obsession Maturity Model Towards Customer Delight!
- Level 1: Customer Service Excellence
- Level 2: Customer Relationship Excellence
- Level 3: Customer Experience Excellence
- Level 4: Customer Centricity Excellence
- Level 5: Customer Advocacy Excellence
- Customer Relationship Score Card! Do You Want To Keep Your Customers Forever?
- Global Survey Walk-Through- Mastering Customer Obsession - KaiZen & Customer

- Experience Reengineering Every Day In & Day Out!
- Understanding The Customer Obsession / Focus Journey Stages - Communal, Serial, Symbiotic & Integral Coordination!
- Examples of Customer-Obsessed Companies
-Industry Caselets Brief & Participants' Activity
- Obsessed Business:
- Customer Engagement
- Employee Engagement
- Communication To Connect The Dots
- Customer Focus - Laser Sharp Outside In Framework For Customer Centricity!
- Qualities of Customer Obsession:
- LEAP Forward! - Listen, Empathize, Analyze & Probe
- Respect For Customers
- Simplicity - Less is More? - Simple Is Tough!
- Communication To Connect The Dots
- Customer Focus - Laser Sharp Outside In Framework For Customer Centricity!
- Steps to Create a More Customer-Obsessed Culture - Inspire, Institutionalize, Innovate, Implement & Iterate!
- One To One Gap Tool! Industry Benchmark Survey Walk-Through; Why is Customer
- Obsession Important? - Best Practices, Lessons Learned, Tips, Tricks & Traps! - Participants' Group Activity!
- Customer Retention
- Customer Acquisition

Outcomes

- Remember the Importance Of NPS (Net Promoter Score) From Customers To Enhance Revenues & Profits
- Understand Customer Centric Desires To Ensure Customer Delight
- Apply LEAP (Listen, Empathize, Analyze & Probe) Forward Approach For Rich Customer Experience
- Analyze Steps To Create Customer-Obsessed Organizational Culture
- Evaluate Best Practices & Lessons Learned To Establish Customer Acquisition & Customer Retention Frameworks
- Create a One To One Gap Tool Towards Implementing Customer Obsession Strategies In Action

Certificates:

Practitioner's certificate

INNOVATION HACKATHON



There is only one thing stronger than all the armies of the world: and that is an idea whose time has come.

Victor Hugo

Collaborate and innovate

Need a partner to co-create and co-deliver innovation? QGLUE will walk the path with you to co-create and co-deliver innovation outcomes for creating enhanced products, services, and experiences across all parts of your organisation.

Who should join?

- All businesses which want to inculcate an innovative mindset within their employees.
- All businesses facing problems that need creative solutions to advance in their industry.

Purpose

An innovation hackathon is a powerful way to generate value-driving ideas by bringing out the competitive spirit of your internal or external stakeholders. It is a great way to solve problems and co-create submissions for new products, services, and process improvements.

What all will be covered?:

- PREPARE & PLAN - Kickoff, Team Formation, Challenge Framing, In-sighting
- I- SPRINT - Discover, Ideate & Co-create
- PITCH AND REFLECT - Pitch, Reflection & Debrief
- REFINE AND TEST - Testing of refined Prototype and incorporate feedback

This is a bespoke programme which will be tailored to your needs.

Outcome?

- Innovative concepts and prototype solutions by addressing specific challenges
- Capture action-items for post-event actioning
- Energize and create positive buzz across your organization
- Celebrate + Experience real time innovation

Certificates:

Practitioner's certificate

DESIGN THINKING ACTION LEARNING PROGRAMME



Design Thinking is all about building unmatched user experiences with innovation. ”

Nisarg Mehta

Think creatively to succeed in business

It was reported by Parsons that 69% of design-led firms perceive the innovation process to be more efficient with design thinking. Our design thinking programme helps unleash the innovative potential of our clients by involving them in an action learning approach. You reserve a table and come with your team of 4 and our expert coaches will guide you through an immersive programme of mastering your business challenge by applying all the right design thinking principles!

Who should join?

Anybody who wishes to think differently and foster an innovative mindset within their organisation to solve real world problems more effectively.

Purpose

The purpose of this program is to accelerate digital transformation, to improve products and services, to attract and retain talent and to enhance customer experience.

What all will be covered?:

- Design Thinking – a problem solving approach
- Writing the Problem Statement
- Understanding Stakeholders and Users
- Offline Work- Conduct interviews to gather insights for your challenge
- Prepare Personas and Empathy Maps
- Current Scenarios and Identification of pain points
- Offline work - Create a empathy map to identify pain points
- Coaching Office Hours - Team Presentations & Retrospect

4 weeks

- Ideation & Voting
- Story Boarding & Preparing
- Customer Journey Map
- Concept Mapping & Prototyping
- Solution Pitch & Feedback
- Offline Work- Build a prototype to test collect feedback for pitch
- Simultaneous Capstone project and learning

Outcome?

- Desirable solutions
- Collaboration and co-creation
- Reduced risks
- Saved costs
- Actionable output
- Serves true business needs

Certificates:

Practitioner's certificate

ENHANCING EMPLOYEE EXPERIENCES



In order to build a rewarding employee experience, you need to understand what matters most to your people.

Julie Bevacqua

master the inputs of your business to maximise the outputs

Organizations want to be the employer of choice to attract and retain the right talent. An integral part of this is to enrich the experience of employees at various engagement touchpoints. With employees coming from the millennial segment it has become imperative that we empathize and design employee engagement models where they are able to freely express themselves.

Who should join?

- Chief people officers
- HR directors
- HR managers
- Talent acquisition
- Organization and development Managers
- HR transformation and analytics managers
- Employee experience managers

Purpose

Objective is to discover the right focus areas for interventions and defining the right problem to solve from the employees perspective rather than just duplicating best practices from industry. This is subsequently taken up for idea generation and prototyping.

What all will be covered?:

- Map the experiences - Build empathy with employees by mapping the experiences, touchpoints, technologies and efforts employees have to undertake for critical processes like- recording activity efforts, interacting with clients or other teams, appraisal process or any escalation

Half day workout

process.

- Gain insights on challenges they face using Rose, Thorn, Bud technique.
- Framing of aspirational “To be State” from the employee’s perspective using the ‘How Might We’ statements.
- Empathy Map - Pains and Gains
- HMW- A Human Centered challenge
- SCAMPER technique

Outcome?

- Key insights on challenges employees are facing rather than just asking them.
- Empathizing with employees
- An ideal “To Be State” and what specific actions need to be designed.
- First level ideas generated using SCAMPER technique.

TRANSFORMING THE RECRUITMENT AND ONBOARDING EXPERIENCES



Nothing we do is more important than hiring people. At the end of the day, you bet on people, not strategies.

Lawrence Bossidy

Make the talent walk to your door

With employee expectations increasing radically we need to redesign how we recruit talent and develop them. Recruitment processes also creates the first impression on employees that ultimately get recruited or acts as a positive word of mouth to attract new candidates. Key stakeholders have lots of ideas and thoughts to improve the engagement process which needs to be harnessed quickly, prototypes created and feedback taken in an agile manner.

Purpose

The objective is to streamline and transform the recruitment processes in order to be attractive for new potential talent. The transformational processes of onboarding experiences will ensure a positive mindset of new talent in the workplace.

What all will be covered?:

- Involve key decision makers and stakeholders to share their ideas, some of them crazy.
- Prioritize on the key themes and aspirations.
- Create quick and multiple prototypes for feedbacks.
- Select specific ideas to work on further.

Half Day Workout

- Service Blueprint- Pains and Gains, Affinity Diagram
- HMW
- Idea Blitz

Outcome?

- Innovative Ideas to improve the recruitment experience.
- Innovative ideas to develop employee skills and capabilities.
- Quick prototypes and visual representation of innovative solutions

OUR CLIENTS

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. 🗨️



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



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



Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the DT workshop were quite relevant to the content. 🗨️



The tools explained are extremely apt and suitable to be directly applied in an organisation. 🗨️





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

Connect With Us:

customer_relations@q-glue.com

UNITED STATES
Suite 602,
5728 Major Boulevard
Orlando, Florida 32819

SINGAPORE
391B Orchard Road #23-01,
Ngee Ann City Tower B,
Singapore 238874

INDIA
1010 - 1012, Ansal Towers,
38 Nehru Place
New Delhi - 110019, India
Phone: 1800-103-4583

CHINA
Rm. 1211, No. 498 Guoshoujing
Rd., Shanghai Zhangjiang
Hi-Tech Park, Pudong New Area,
Shanghai,
China: 201203

**Get An Experience
Tailor-Made
For Your Needs!**

Have a Look at our Offerings

