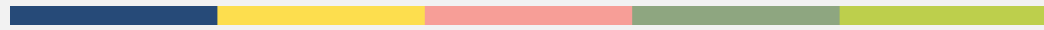
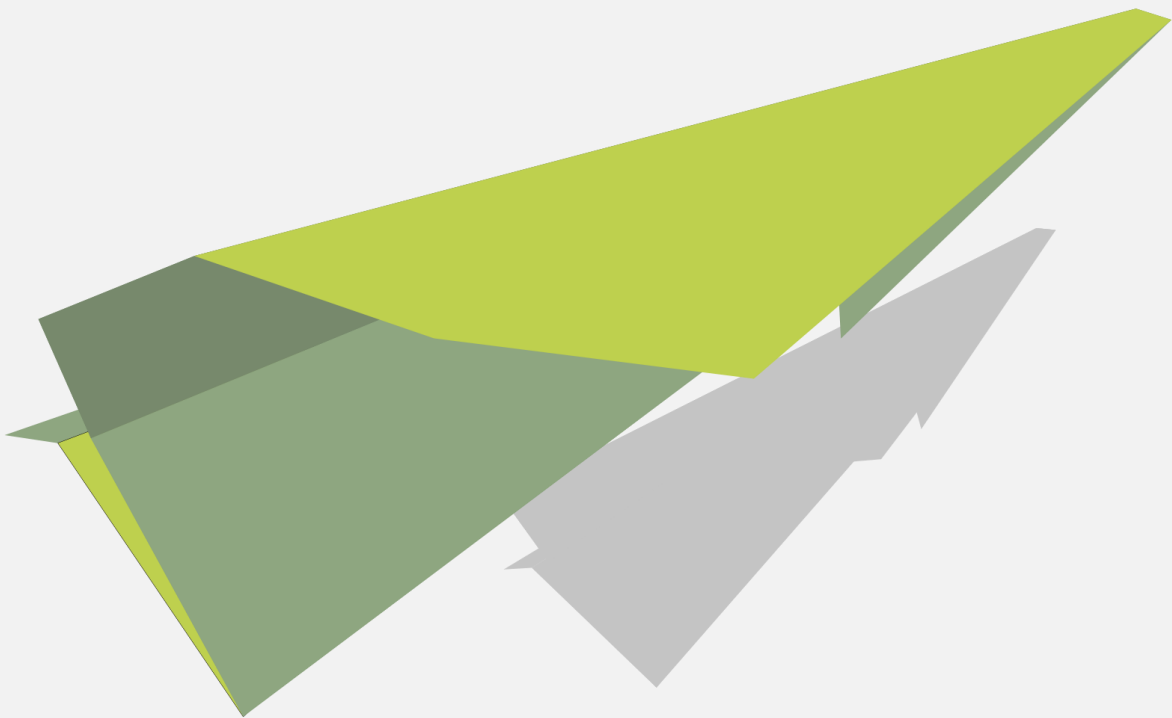


# Certificate Program In Design Thinking



Your 8 Week Design Thinking Journey!





**WE NEED A NEW  
WAY TO THINK.**

**THE HUMAN-  
CENTERED WAY.**



**Design thinking is  
not about solving  
design problems...**

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



# WHAT IS DESIGN THINKING

Design thinking isn't just for designers. It's a creative approach to problem-solving that keeps people at the center—and one that can be applied to almost any role.

It's an iterative process in which you seek to understand your users, challenge assumptions, redefine problems and create innovative solutions which you can prototype and test and offers us a means to think outside the box and also dig that bit deeper into problem-solving.

# DESIGN COMPETENCIES

The program is based on **QGLUE's Design Thinking Competency Framework**. This is the sum total of critical competencies an individual is expected to have mastered to be considered or certified as a Design Thinking practitioner, based on extensive research by our team.

<p><b>Dynamic Mindset</b></p> <p>A mind-set that sees problem solving as an iterating process between inventive thinking to analytical thinking</p>	<p><b>Human Centered and Empathetic</b></p> <p>Concerned with understanding how people are impacted by a problem and see the problem from their perspective</p>	<p><b>Visual &amp; Engages in prototyping</b></p> <p>The use of mapping and sketching to bring ideas into practical world. Creation of tangible visual and sensory experiences to test out ideas and concepts</p>
<p><b>Comfortable with Ambiguity</b></p> <p>Comfortable in working with incomplete information and limitations imposed by business environment</p>	<p><b>Reflective</b></p> <p>Incorporating feedback and lessons learnt to evolve an idea, concept or prototype</p>	<p><b>Open to Risk &amp; Embracing Failure</b></p> <p>A comfort level with presenting new unproven ideas for consideration. Failure is seen as a way of learning</p>
<p><b>Collaborative</b></p> <p>Understanding that solutions are developed in partnership and through engagement with others</p>	<p><b>Optimistic</b></p> <p>Candidate does not see obstacles as problems .They rather see it as an opportunity that can open up a whole new dimension of thought process</p>	

# PROGRAM OVERVIEW

## WORKSHOP OVERVIEW

Experience the power of Design Thinking to create a path of Innovation. The 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.

## WHY SHOULD I ATTEND?

- Create a **culture of design** and **empathy** in your organization
- **Solve challenges using design thinking methods.**
- **Build expertise** with specific design tools and methods
- Teach your team to apply **human centered framework.**

1



Instructor Led Sessions

2



Team Activities

3



1:1 Mentoring Sessions

4



Online Skill Assessment

5



Real Life Assignments

6



QGLUE Design Thinking Playbook

7



Global Team Expert Instructors

8



Practitioner Certificate

# THE DESIGN THINKING PROGRAM JOURNEY

## 1 PRE-CLASS KICK-OFF

Interaction to understand audience, the outcomes expected, and if any key themes are to be addressed during the workshop **(30 min)**. An overview session on Design Thinking **(60 min)**

## 2 LEARNING WORKSHOP

This workshops offer the chance to learn the concepts, dive deeper into course concepts, experience application of the concepts with examples and broaden your perspective.  
(In the virtual mode the workshop is conducted using ZOOM and facilitated on the MURAL platform)

## 3 POST WORKSHOP ASSESSMENT

Upon completion of the workshop, each participant is provided an online assessment covering 8 capabilities, and 25 skill areas. The post assessment provides a comprehensive view of the skill development.

## 4 ACTION LEARNING CAPSTONE PROJECT (D.Learn)

Individuals who clear the assessment start with the Action Learning capstone project to apply the skills learnt on a real-time business problem identified by the team. Done in groups this enables individuals to gain peer feedback, and enable them to synthesize their learning.

## 5 PROFICIENCY CERTIFICATE

Individuals and teams on advancing all the above stages are then provided a certificate of proficiency for their achievement.

# STRUCTURE OF THE WORKSHOP

1

## MODULE 1

### What is Design Thinking and why is it important?

- Understanding the importance and relevance of Design Thinking
- Understanding Design Thinking principles with relevant case studies.
- Understanding the importance of Human-Centred Innovation.



60 Min



Expert Assigned



Perspective Understanding

2

## MODULE 2

### Writing the Problem Statement

- Understanding the problem space and defining it.
- Identifying the specific problem.
- Virtual team breakouts



90 Min



Experiencing



Expert Assigned

3

## MODULE 3

### Understanding the concerned Stakeholders

- Setting goals and priorities aligning the problem area.
- Stakeholder mapping.
- Attempting individual challenges in virtual team breakout rooms.
- Peer feedback on the task.



150 Min



Team activity

4

## MODULE 4

### Personas and Empathy Maps

- Understanding Empathy and its application.
- Segmentation and persona creation techniques.
- Experimentation with Empathy Maps and Persona.



150 Min



Team activity



Do it!

# STRUCTURE OF THE WORKSHOP

5

## MODULE 5 Presentations and Retrospect

- Participants present their working and identified pains and gains for the stakeholder group selected
- Expert inputs and guidance is provided by the facilitator
- Feedback from participants



30 Min



Review and Feedback

6

## MODULE 6 Current Scenarios & Identification of Pain Points

- Identify the pain points using Rose Thorn Bud Methodology.
- Derive insights from the Empathy Map.
- Understanding stakeholder journey map and its application.
- Defining the HMW statement using statement starters.



60 Min



Team activity

7

## MODULE 7 Ideation and Voting

- Using Creative Matrix to generate ideas within groups.
- Shortlisting ideas according to priority.
- Attempting individual challenges in virtual team breakout rooms.
- Peer feedback on the task.



90 Min



Experiencing



Expert Assigned

8

## MODULE 8 Storyboarding

- Understanding the storyboarding technique and how ideas must be integrated to create a solution concept with relevant examples.
- Participants create their own storyboard in virtual breakout rooms.



120 Min



Team activity

# STRUCTURE OF THE WORKSHOP

9

## MODULE 9

### Current Scenarios & Identification of Pain Points

- Look at multiple methods of prototyping and the need to fail fast by validation of the concept.
- Showcase of the concept poster with relevant application.
- Teams create their own concept posters and critique them.

10

## MODULE 10

### Pitch

- Presentation of Concept Posters
- Feedback from the facilitator and peers



90 Min



Team activity



Do it!



60 Min

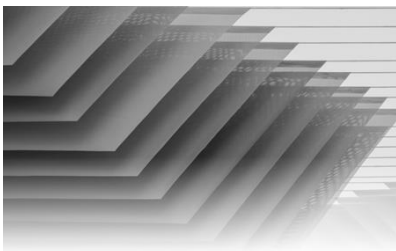


Review and Feedback

# POST WORKSHOP ACTION LEARNING CAPSTONE PROJECT

Participants bring their real- world business problem and apply the principles and framework Design Thinking under the mentorship of QGLUE’s Design Coaches. This is a 4-6-week journey which starts with problem framing and is followed by designing a path to solve the problem. The participant is handheld throughout the process and receives constructive feedback from their peers and coaches at every step of the journey.

## CHALLENGES SOLVED BY PREVIOUS COHORTS



Transforming the onboarding process through Design Thinking helps a global IT company save INR 15 million annually.



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



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

Challenge Statements solved by CPDT<sup>™</sup> Cohort

‘Certificate Program in Design Thinking

Get trained and solve challenges in our upcoming Certificate Program for Design Thinking



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

Challenge Statements solved by CPDT<sup>™</sup> Cohort

‘Certificate Program in Design Thinking

Get trained and solve challenges in our upcoming Certificate Program for Design Thinking

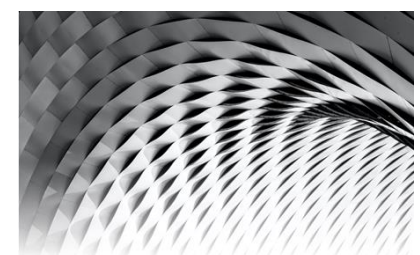


How might we solve the problem for leaders, who are currently facing roadblocks while implementing transformation and a new way of working in their organization?

Challenge Statements solved by CPDT<sup>™</sup> Cohort

‘Certificate Program in Design Thinking

Get trained and solve challenges in our upcoming Certificate Program for Design Thinking

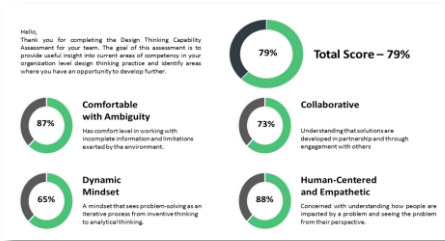


Design Thinking helps global software and IT companies collaborate between teams.



# POST-WORKSHOP

## Receive an assessment report-Based on QGLUE's Design Thinking Competency Framework



All participants are provided a post class assessment on 8 design thinking competencies and 25 skill areas. Each Participant Gets a Report After the Post Training Assessment

## Receive QGLUE's Design Thinker's Playbook

The QGLUE Design Thinker's Playbook captures some of the most powerful design thinking fundamentals and innovative tools. Each tool is meticulously displayed on a separate page and can be used as a template.



## Receive QGLUE's Practitioner's Certificate



Upon successful completion of the post workshop Action Learning Project participants will be awarded with a Design Thinkers Practitioners Certificate.

# THE QAI | QGLUE ADVANTAGE



# Some of our customers Engaged with us for Design Led Innovation

 Microsoft	 SBI card	 Aon Hewitt	 EY
 Mercedes-Benz	 WIPRO Adding Strength	 vodafone	 METRO
 TITAN COMPANY	 Mahindra	 IBM	 Capgemini CONSULTING. TECHNOLOGY. OUTSOURCING
 TATA TATA COMMUNICATIONS	 ERICSSON	 amdocs	 Cognizant
 HCL	 Landis Gyr+	 WELLS FARGO	 Prudential
 AMERICAN EXPRESS	 ISPRI CRIS	 Fidelity	 FIRST AMERICAN
 ORACLE®	 ADITYA BIRLA GROUP	 airtel	 UiPath™

# CLIENTS SPEAK

“It was great interacting with attendees from diverse professional backgrounds. The Design Thinking concepts and tools were delivered elaborately. Look forward to applying them all.”

HR Business Partner  
Societe Generale

“The facilitator is the best part about the Design Thinking Workshop. His knowledge and excellent delivery lead to value-driven learning.”

Transformation and  
Delivery Manager  
Soprasteria

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

Vice President - Procurement  
Barclays

“Collaboration, co-creation and discussions were the best part of the Design Thinking Workshop. I really liked how each concept and tool is explained using a variety of examples.

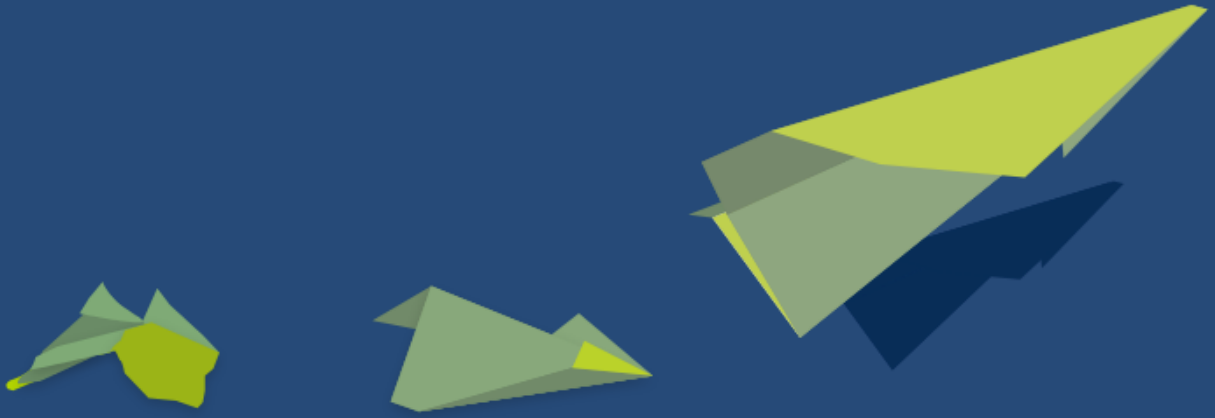
Marketing Leader  
IBM

“Very insightful workshop. Learnt a lot of new things. The examples and use-cases shared during the Design Thinking Workshop were quite relevant to the content.”

Group Manager,  
Learning and Development  
Mercer

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

Consultant  
UNICEF



## About QAI

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Founded by William perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI has trained 180,000 professionals and certified over 40,000 people.

30 Years in Existence

700+ Customer Journeys/ Engagements

1000+ Improvement and Six Sigma Projects Delivered 1700+ Corporate In-house Trainings in more than 15+ Countries

## About QGLUE

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QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.

Speak to our team:

[customer\\_relations@q-glue.com](mailto:customer_relations@q-glue.com)

[www.q-glue.com](http://www.q-glue.com)