

Pilots learn to fly
using a flight simulator.

What if you
could learn **Design
Thinking** on one?

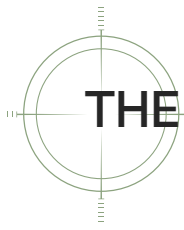
You Can.

Introducing the "Design Thinking simulator" for
experiencing & learning Design Thinking at scale.

Participants work on a business scenario, make real-time
decisions, compete with one another to save the company
plagued by declining sales and unsatisfied customers. They
have a budget of \$35,000/quarter & 2 quarters to do so.

Are You Ready To
Take On The Challenge?



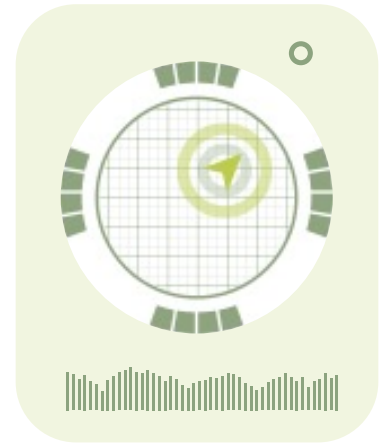


THE DESIGN THINKING SIMULATION

Trainer-guided, designed to help learners change the way they approach problems and problem-solving.

Learn & understand the process of design thinking - from understanding customers, their problems, generating solutions & building prototypes for creating business value - all in an **experiential format**.

Bring the power of **gamification** to engage, educate and empower the learners to achieve great results and delivers powerful lessons that can be applied in real life as well.



1 Getting Ready!

Before getting into action mode, understand the scenario, your role, the problem you need so solve, the target you are supposed to meet, and the steps you will be following.

2 “Quarter 1” of the Simulation

Jump right away into the 1st quarter of the simulation. Identify the customer segments, interview and understand their pain points, ideate solutions, prototype and test in the market. See what you did and the impact it had!

3 “Mapping Your Actions to the Design Thinking Framework”

The QGLUE coach debriefs “Quarter 1” and maps it to the principles of Design Thinking.

4 “Quarter 2” of the Simulation


With learnings and a deeper understanding of Design Thinking, are you ready to jump into the 2nd Quarter of the Simulation? Do all that is required to meet your targets, improve customer satisfaction, and save the company.

5 Simulation Ends with a Participant Competency Report

Generate and download a detailed qualitative report to see your competency scores, what you did right, and what you could’ve done better.

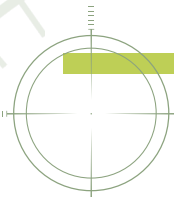
6 The Way Forward

Consolidate your learnings and discuss with the coach how you can use Design Thinking to solve YOUR organization’s challenges.



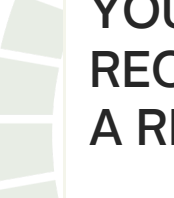
LEARNING OUTCOMES OF THE SIMULATION

- The simulation addresses competencies such as: Innovation, Creativity, Problem-Solving & Customer-Centric Solutioning
- Understand how to apply the Desirability-Feasibility-Viability lens to innovation and ideation.
- Learn how the fundamentals of Design thinking can be used to solve complex business problems



BUT, WHY THE SIMULATION?

- Cost effective way to introduce Design thinking fundamentals and its power at scale
- Rooted in a real life scenario, with real time decision making and real time feedback
- Creates a sense of excitement and competition amongst the employees



YOU RECEIVE A REPORT

- Know your Design Thinking Score, Exploration Score, Creation Score, Innovation Score, Reflection Score, and Performance against an objective score
- Participants take back reports that reveal behavioural insights and competency scores. Download a [sample report](#)

GETTING STARTED

Who is it for?

Anyone who is interested in developing their creative problem-solving skills and learning how to apply design thinking principles to their work can benefit.

What do you mean by a “Trainer-Guided” simulation?

QGLUE's Design Thinking trainer will be facilitating the entire simulation. The trainer will help employees navigate through the platform, brief them on the Design Thinking fundamentals and their application. Lastly, he will guide the employees on how they can apply Design Thinking to their roles in their organization.

What is the duration of the entire program which includes the simulation?

Half day- 4 hours (duration can be customized)

What are the infrastructural requirements?

You will need an internet connection along with a computer/laptop.

What is the mode of engagement?

It can be both- Live-virtual and hybrid. The simulation will be conducted on an online platform.

Will employees work individually or in teams?

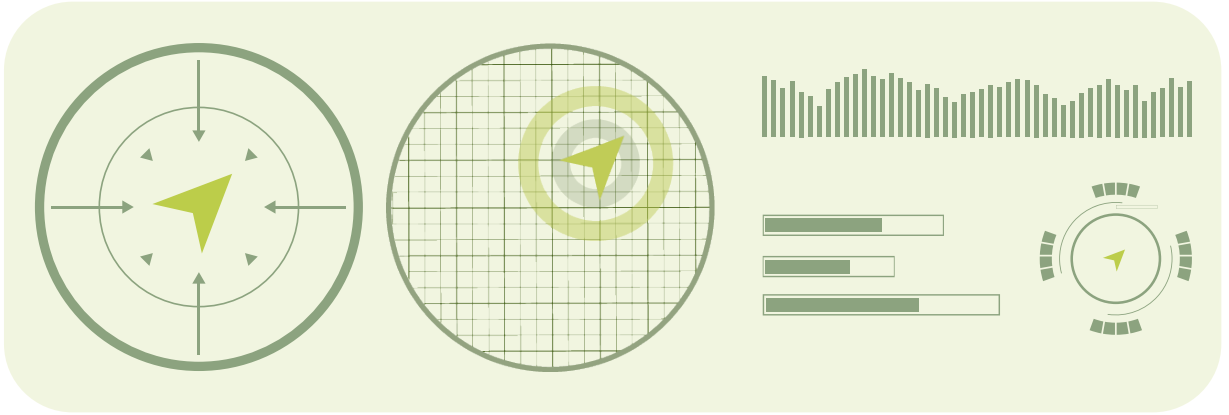
Each employee will participate individually in the simulation. QGLUE will provide a unique license to each participant.

Can the employees take back the report after the program?

Yes, employees will be able to download their reports onto their systems and take it back after the program.

What is the ideal batch size for the half-day program?

20-25 participants.



ABOUT QAI

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

QGLUE is the design and innovation arm of QAI. It brings a unique Design and innovation led human-centered 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.

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