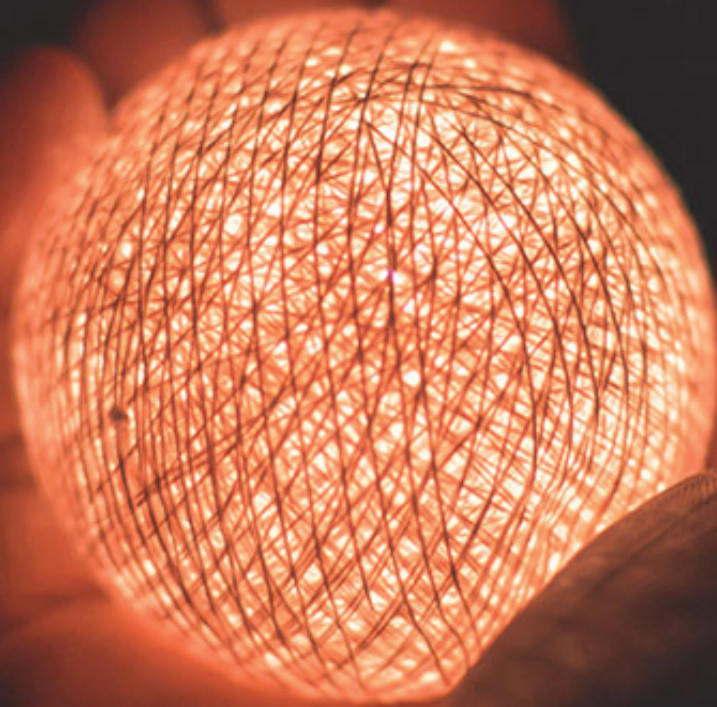**Masterclass**

Reinventing Innovation
Design Thinking Way
for Growth

Discover your innovation sweet spot!

August 7-9, 2019, Bengaluru

Design thinking is a structured methodology used by designers to develop and deliver products, process, services and experiences that address latent human needs. By adopting design thinking principles, businesses can develop quick working prototypes for various needs and test them in real time. Design thinking can be applied to complex problems that are difficult to decipher. Using design thinking, organisations could transform their cultures to become more innovative, which is likely to have a positive impact on their top line and bottom line.

Design Thinking Framework empowers you to become a creative catalyst with a systematic approach to Innovation in the workplace. The core principles of design thinking and leadership will help organisation to solve business challenges and build a culture for Innovation by organisation wide deployment with power ideation of 'The Functional Innovation™ Methodology that will enable participants to systematically generate ideas towards achieving innovation goals.

IET, KPMG and Innomantra bring design thinking Masterclass that equips participants with the methodology and tools of design thinking and Systematic Innovation to:

• Utilise these tools effectively to solve complex problems
• Perform hands-on activities that facilitate understanding of the design thinking mindset
• Systematic Ideation for Patentable and Profitable Ideas
• Understand core concepts of design thinking i.e. empathy, brainstorming, prototyping and storytelling

Is Design Thinking the TQM of 21st Century?

"Once upon a time, managers thought that quality belonged to a set of experts – but TQM taught us that quality had to be everybody's job. A university research on organic growth, most managers looked at innovation in a similarly limited way - they felt that innovation was the Product Development Department's job. A common language or methodology that equips non-designers / designers at all levels to learn the new ways of thinking and behaving that innovation demands"

Source: Forbes

Rethinking Future, beyond Products, Process and Services

Offering products and services is no longer enough: successful companies will be the ones focused on delivering the most compelling experiences. In fact, 56% of business leaders believe that customer experience is their top digital transformation priority. Customers expect and value increasingly personalised interactions at all points of their journey, and digital technology is enabling companies to deliver personalisation economically at scale. Organisations should evaluate opportunities to cater to customer preferences for access-based models, before competitors, supplier or start-ups sweep in.

The goal of this masterclass is to provide a base of evidence to ensure benefits of design thinking and to trigger innovation systematically and amplify your business for exponential growth.

Agenda

Reinventing Innovation 'Design Thinking Way' for Growth

1. Introduction: About design thinking and designers, design principles, design thinking and other methods
2. Design thinking strategy and capability: Build design thinking strategy and capability (structure, culture, skills, process) in an organisation to define the organisation's design journey
3. Explore: Discover challenges, interpret through empathy study, understand various tools of empathy study and perform risk assessment
4. Ideate: Generate ideas with Systematic Ideation Approach using 'The Functional Innovation Methodology', Prioritizing a workable solution, perform risk assessment
5. Create: Develop prototypes of a big idea, get feedback, perform financial analysis of the solution and risk assessment
6. Evolve: Track success and scale the solution
7. Design for services: Product vs services, service development and experience lifecycle

🗓 **Date**	🕐 **Commitment**	👤 **Venue**
August 7-9, 2019 Bengaluru	Three full days Home study for 2-3 hours	Pride Hotel, 93, Richmond Rd, Langford Gardens, Bengaluru, Karnataka 560025
💳 **Delegate Fee**	📝 **For Registration**	🖼 **Certification**
₹40,000/ - per head (exclusive of taxes). Includes course materials, lunch and refreshments for 3 days	Write to akaveri@theiet.in / rahul.deshmukh.we@gmail.com or call 080 40892217	Paticipants will get a joint certificate from IET, KPMG & Innomantra validating their course completion

Focused Group / Target Audience

This event is exclusively focused for Leaders, CXOs, Presidents, Startup Founders, Vice Presidents, General Managers, Managers, and Heads from various industry segments in Manufacturing, Research and Development, Practitioners in Operations Management, Strategic Planning, Business Excellence and Corporate Initiatives. Research and Development leaders and managers Projects leads and managers, Sales and marketing professionals, Business analysts, Design and innovation enthusiasts/practitioners, Professionals Leading Innovation in Organisation.

Take home from Masterclass

• Apply Design Thinking concept as a way of life
• Innovate in a team to visualize and design a possible new product, process or service and assess the market, business and technical merits/demerits of the concept
• Listen to the customer (Internal and external) — empathize to understand hidden/latent needs
• Evaluate financial viability of a new product or service
• Systematic Ideation Methodology to maximize powerful ideas to innovate
• Measure risks involved in design assessments
• Learn effectively with instructor-facilitated methods and tools which include case studies, individual and group assignments, spot quizzes, field visits, warm ups, icebreakers, videos and role plays.
• Participants will also be awarded the certification of completion
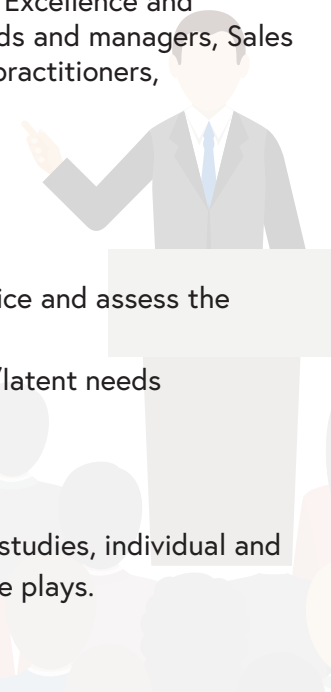
About Us

The Institution of Engineering & Technology (IET)

The IET is one of the world's largest engineering institutions with over 168,000 members in 150 countries. It is also the most multidisciplinary – to reflect the increasingly diverse nature of engineering in the 21st century.

The IET office started operations in India in 2006, in Bangalore. Today, we have over 13,000 members and have the largest membership base for the IET outside of the UK.

Given the increasing global importance of India as an engineering hub* our aim is to make an impact that has relevance both locally and internationally. Our strategy is to make a meaningful impact on the overall competency and skill levels within the Indian engineering community and play an influencing role with industry in relation to technology innovation and solving problems of public importance.

We want to do this through working in partnership with industry, academia and government, focusing on the application of practical skills within both learning & career lifecycles, driving innovation and thought leadership through high impact sectors. Our volunteer led panels are means through which we deliver our strategy. The IET India IoT Panel was born out of this focus.

For more details, visit **www.theiet.in**

KPMG

KPMG was established in India in 1993 and has rapidly built a significant competitive presence in the country. In India, KPMG has a client base of over 2700 companies. The firm's global approach to service delivery helps provide value-added services to clients. The firm serves leading information technology companies and has a strong presence in the financial services sector in India while serving a number of market leaders in other industry segments. KPMG's differentiation is derived from a rapid performance-based, industry-tailored and technology-enabled business advisory services delivered by some of the leading talented professionals in the country. KPMG professionals are grouped by industry focus and our clients are able to deal with industry professionals who speak their language.

For more details, visit **www.kpmg.com**

Innomantra

Innomantra is India's leading Digital, Innovation and Intellectual property end-to-end consulting and services firm headquartered in Bengaluru, India with a global presence. Innomantra consults with organisations to design and achieve their Digital, Innovation and Intellectual property goals by 3x with clients range from small and medium to several Fortune Global 500 organisations.

Innovation3x describes its idea that innovative organizations must identify innovation goals that seek to achieve at least a 3x boost in performance or impact. It also represents a three-fold approach to innovation that looks at overall business strategy, people and functional systems. Innomantra has teams focused on design thinking for digital transformation and scaling innovation in organisations with a proven framework. Innomantra's partners and clients are leveraging its systematic framework to advance their true potential of competitiveness and to unlock their real value.

For more details, visit **www.innomantra.com**