



Suren Saini

International Leadership & Sales Coach
1 2x TEDx Speaker | Author | Actor |
Model

DESIGN THINKING

For
Strategic
Innovation



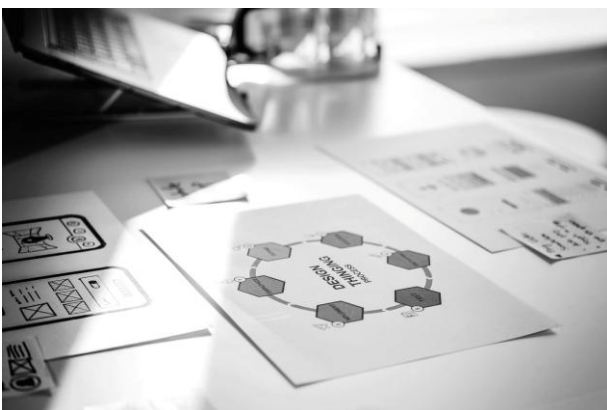
Why Design

Business has always been about problem solving. But, in this time of digital disruption and intense change, a strategic shift from solving problems to finding new problems to solve is what will give businesses a competitive edge.

Business now need to examine present and future conditions while exploring solutions. At this junction, traditional solving approaches must pave way for new integrated approaches. The power of Design Thinking can replace all forms of analysis, planning and strategy, and can help businesses build breakthrough human-centered innovations. Design thinking creates a collaborative, interconnected work environment where decisions are made quickly through research, prototyping, and testing. This mindset produces customer-driven solutions, personalization and customization, all of which are the business needs of the hour.

To maximize on this potential, employees at all levels need to develop their design thinking skills which include competencies such as problem finding, empathy, creativity, and strategic thinking. This course is carefully crafted to equip professionals and students with the mindset and skills to implement design thinking for solving complex problems.

What you would get?



- An application-based learning approach using various case studies and activities
- Opportunity to interact with peers and expert trainer in an intensive workshop where you will navigate the stages of Design Thinking process to solve real life business problems

Course Contents: Duration 8 Hours

LESSONS

TOPICS

What is Design Thinking?

1

- History of Design Thinking and why is it so popular
- Introduction to the Framework of Design Thinking

How to Build Empathy With the People You Design For?

2

- Why is Empathy Important in Design Thinking
- How to develop Empathy for your Target Group

How to Define the Problem?

3

- The Define Phase in Design Thinking
- How to cluster your Ideas and Reveal Insights

How to ideate for Solution?

4

- What is Ideation and its Importance
- Techniques to to be used for Ideation

Prototyping your Ideas

5

- Why you need to Prototype and its stages
- Key Benefits of Prototyping

Testing Design Solutions

6

- Why and How to Test the derived Solutions
- Different types of Evaluative Research and the Usage

Design Thinking Application Project

7

- Participants to prepare & present solutions to the given problems using all steps of Design Thinking
- Course Wrap - up, Feedback & Certification

Workshop Methodology

In order to deliver a relatable, practical and engaging workshop following components will be embedded in the delivery style:

- Activities to challenge their current knowledge and mindset
- Case Studies, Examples and Videos to help participant understand the concepts
- Invite and Involve learners to participate in various problem solving situations
- Reflective Questions to ensure deeper level of realisation and the right take away



Value Add of the Design Thinking Workshop

Benefits for

- Deep understanding of how to leverage design thinking approach for maximising ROI, enhancing customer-centricity and unique solutions for complex problems
- Ability to implement empathy and an understanding and analysis of the entire customer journey for designing solutions
- Access to various tools and templates that can be extended to the workplace for solving real life problems
- Ability to collaborate and work with multiple stakeholders for ideating, prototyping and minimum viable products and solutions

Benefits for

- Participants can think in value streams and create win-win situations for all stakeholders creating viable ecosystems
- Participants will be able to create better customer focused solutions that is built on empathy and customer-centricity
- Participants are able to apply strategic foresight and design thinking to solve problems
- Build winning teams consisting of T- shaped and Pi shaped members for better problem solving

What Participants Say



Farah Hoque • 2nd

Fintech & Analytics Enthusiast | Former Brand Manager, bKas...
1mo • Edited •

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The concept of design thinking had intrigued me a lot in recent times and I found myself exploring it as much as possible from the internet. But the knowledge seemed unfulfilled as there was a lack in information and structure to incorporate the practice in everyday life.

As fate would have it, bAcademy came up with a training module for specialising the employees of bKash with 'Innovation and Design Thinking', conducted by [Suren Saini - India's Most Practiced Sales Coach, Speaker, Actor](#). The best part of it was to internalise some critical problem solving and ideation skills through fun conversations, riddles and exercises. The approach to structured thinking is something that I will definitely practice from now on, in solving day to day business problems. Thanks to [bKash Limited](#) HR team for organising such an insightful training session.



Ashik Khan • 1st

Asst. Manager @bKash Limited | FinTech Specialist | Operations Specialist | ...
2w •

bAcademy continues its going and unfolded 2nd Chapter "Level Up"

"Innovation & Design Thinking" - an electrifying & elevating session by [Suren Saini - India's Most Practiced Sales Coach, Speaker, Actor](#)

Many thanks to the bAcademy team.

[#innovation](#) [#designthinking](#) [#bAcademy](#)



A.S.M. Rabbane • 2nd

Assistant Coordinator at SAJIDA Fo...
3d •

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At every level in every kind of organization, design thinking provides the tools you need to become an innovative thinker and uncover creative opportunities that are there – you're just not seeing them yet.

Successfully completed "Innovation and Design Thinking Workshop"

Facilitated by: [Suren Saini - India's Most Practiced Sales Coach, Speaker, Actor](#)

About Faculty



Suren Saini

International Leadership Coach |
Actor | Model

Credentials

- 32+ Years of overall experience
- 10+ Years in Training & Coaching
- 56000+ People Trained
- 2500+ Workshops Conducted
- 5+ Years in Indian Air Force
- 2+ Years as Radio Jockey
- Actor & Model

Training Methodology

- Virtual Live Sessions
- E Learning
- Class Room Training
- Coaching

Areas of Training & Coaching Expertise

- Selling Skills for Virtual World – B2B & B2C
- Design Thinking & Innovation
- Frontline & Senior Leadership Development
- Key Account Management
- Customer Centricity / Customer Service
- Negotiation Skills
- Effective Communication (Verbal / Written)
- Presentation Skills
- Strategy to Execution Excellence
- Problem Solving & Decision Making
- Manager Development Programs
- Conflict Management
- Emotional Intelligence
- Team Building
- Motivation

Levels Trained & Coached

- C Suite
- Senior Management
- Mid-Level Management
- First Time Managers

Languages

- English & Hindi

Consulting Experience in Functional Areas

- Sales & Business Development
- Leadership & Strategy Execution
- Performance Management System

Industry Exposure

- Telecom
- Agri Farm
- People Services
- Education
- Publishers
- Information Technology
- BFSI
- Textiles
- Footwear
- Pharmaceuticals
- Appliances
- Automotive
- Construction
- FMCG
- Ecommerce
- Consulting
- Liquor
- Aviation
- Medical Tourism / Hospitals / Medical Devices
- Cement / Paint / Plumbing Solutions
- Plywood & Laminates

Education

- MBA, Kurukshetra University

Suren has over 30 years of experience in Business Development, Team Management, Training and Business Consulting. Suren has successfully travelled the journey of a Corporate Professional from Frontline to Lead while working with few leading organisations and serving varied industries. As a trainer & coach he has been recognised for creating stimulating and interactive learning environments, encouraging participation and individual creativity. He delivers customised & highly experiential learning interventions suiting to meet the business objectives, which has proven to deliver excellent results for clients. Suren conducts learning workshops in India, Singapore, Bangladesh & Nepal. He has also been a visiting faculty to SRM University, SRCC College and JIMS Institutes in India.

Recent Clients

- | | |
|-------------------------|--------------------------|
| • Adani FarmPik | • K Raheja Corps Homes |
| • Eureka Forbes | • Nissan Motors |
| • Orient Electric | • Quess Corp |
| • Global Payments | • Exide Batteries |
| • Barclays Bank | • Marico Ind, Bangladesh |
| • IME General Insurance | • Hafele Appliances |
| • Continental Tyres | • Bry Air Asia |
| • Denso Group | • Banglalink, Bangladesh |
| • LHH / Adecco | • Zydus Wellness |
| • JCB | • Microsoft |
| • U2optia Mobile | • Indorama |
| • Birla Gold | • Nepal Aviation |
| • Infodrive India | • Kansai Nerolac, Nepal |
| • TPV Technologies | • Nepal Telecom |
| • Voltas | • NABIL Bank, Nepal |
| • Anmol Bakers | • Norvic Hospital, Nepal |
| • Priniti Foods | • bKash, Bangladesh |

Testimonials

*Thank you so much for conducting 2 days **Sales Training** last week for my team. I have never been happier with a training exercise for my team. I have individually checked with my team and all of them are happy & highly satisfied with the training. They all are applying successfully what all they learnt in your workshop. On a personal note, I feel you are a great trainer and a very hardworking professional, for which I would like to extend my help and contacts to you for now and in the future."*

~ **Harmik Singh, National Relationship Lead, ISLI**

I have been going for many trainings and have seen many, many speakers. I was instantly interested, entertained, and learned something new, useful, and inspiring from you. You are talented, funny, and insightful. I will use your system and teachings not only professionally but also personally.

~ **Manoj Kumar, Executive Director and VP, Inext**

*The program on **Strategy to Execution Excellence** was designed and implemented for Leaders at GM, AVP and VP level. The program designed by Suren had an intense mix of lectures, case study based discussions and participant driven exercises which were built to spur thinking and accepting concepts after fair amount of debate. Suren's high-energy style of delivering the program had participants glued to their seats with intent of wanting to learn more. We plan to have this program run for Senior Management as well as mid-level Management. Its a must for all organisations.*

~ **Vidya Bai J, Head, Talent Development, Quess Corp**