



## Confederation of Indian Industry

### CII Naoroji Godrej Centre of Manufacturing Excellence

Workshop on

# Design Thinking for Corporates

**Date:** 15<sup>th</sup> January 2021

**Duration:** 3 Hours

**Time:** 2pm – 5pm

## **INTRODUCTION**

Every business has profit maximization as the ultimate motive and no business can survive without clients and customers. To know more about the customer, to understand the need of the client, organizations are coming up with different methodologies and processes. But, are these effective enough? This is a question we all need to ask

## **LEARNING OBJECTIVE**

Design thinking is a very structured methodology, used by professionals to study the market and customers well. Design thinking principles help businesses to understand the customers/clients better and help businesses develop low cost working prototypes of their products/services and test them.

## **PROGRAM FEATURES**

- Understanding of design thinking for specific profile
- Steps towards design thinking
- Use of design thinking
- Need for design thinking
- What makes design thinking effective?

**WHO SHOULD ATTEND:** This program has a universal appeal.

## **FACULTY:**

Dr.Tulika Pandit is a certified ICF Coach, NLP Practitioner, Facilitator and Coach with over 14 years of experience mentoring in the biggest corporates and Institutions of India.

**MODE OF DELIVERY :** Microsoft Teams

**PARTICIPATION FEES:** INR 3000 + GST @ 18% Per Participant

**DISCOUNT:** 5% on 2 nominations from an organization. 10% on 3 or more nominations from an organization.

**HOW TO REGISTER:** [http://www.cii.in/OnlineRegistration.aspx?Event\\_ID=E000053247](http://www.cii.in/OnlineRegistration.aspx?Event_ID=E000053247)

## **Note:**

- Participation fees is non-refundable/ non-adjustable against any other program of CII, but change in nomination(s) is accepted.
- Prior registration for participation by the sponsoring companies is necessary.

## **NOMINATIONS & ENQUIRIES:**

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