



FUTUREPRENEUR HUB LLP

Futurepreneur Hub LLP Knowledge Hub

Presents

CERTIFICATION PROGRAM IN CREATIVE PROBLEM SOLVING AND DESIGN THINKING

Motive: Strengthening & Supporting Knowledge

Believing that there is a Creative and Problem solving genome in every human; and it needs to be encoded and triggered. We strive endlessly to discover this hidden potential of every person and work with heart and soul to enable them to be a creative problem solver. Making a concerted effort to make a difference to every single aspirant. We build strong individuals and sustainable ventures with Design Thinking.

OBJECTIVE OF THE PROGRAM

- The Basics of Creative Problem Solving: To Support more structured analysis of options leading to better decisions and To Recognise and avoid common pitfalls.
- To immerse candidates into the world of innovation as a systematic process of tackling relevant business and/or social problems.
- To provide a social and thinking space for the recognition of innovation challenges and the design of creative solutions.
- The Basics of Design Thinking: Learn how to establish strategic priorities and implement them through problem identification and prioritisation.
- Need Finding and Opportunity Generation: Develop a deep customer understanding by detecting latent needs and reframing the original challenge.
- Ideation: Discover the various phases of ideation, including idea generation and selection.
- Solution Validation: Concept development and learning through experimentation and prototyping.
- Design-Thinking Applications: Apply key learnings to business model design, service redesign, and strategic problem resolution and implementation.





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WHO MAY ATTEND

Creative Problem Solving & Design Thinking is ideal for individuals or teams who are looking for strategic ways to design solutions to the real world and corporate solutions. Students will learn repeatable methods for problem solving that can be applied to technical or creative industries. The programme is for Employees of all level (CEO's, Team Leads/Sr. Managers/Managers/Supervisors), Entrepreneurs, Professors, Students pursuing Graduation or Post-Graduation; Anyone who is responsible for business development, talent management, customer service and innovation initiatives. Candidates should possess a demonstrated ability to adapt, learn, and apply new knowledge and skills in varying business situations.

PROGRAM STRUCTURE

DAY ONE

- Introduction to Creative Problem Solving
- Tools & Techniques of Creative Problem Solving
- Wicked Problems(Case Study)
- Implementation
- An Evolution of Design
- Design Constraints and Solving Problems
- A Fluid and Iterative Design Process
- Intro to Design Thinking

DAY TWO

- Pillars of Design Thinking
- Design Thinking Mindsets
- The Growth Mindset
- The Empathic Mindset
- The Insightful Mindset
- The Human-Centered Mindset
- Applying the Design Thinking Mindset
- Process of Design Thinking





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DAY THREE

- Tools & Techniques of Design Thinking
- How to Empathize
- How to Define
- Defining through Projection

DAY FOUR

- What is an Idea?
- What is Ideation?
- Externalizing Ideas
- Prototyping the Prepared Prototype
- Fidelity
- Learning from Failure

DAY FIVE

- Prototypes Perform
- Co-Creation and Empathy in Testing
- Testing Methods and Usability Testing
- Design Challenge
- Empathy, Definition, and Ideation Real-World Scenarios
- Testing Real-World Scenario
- Evaluation & Certification
- Looking Ahead





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LEARNING OUTCOMES

- To recognise the latest and future issues and challenges in innovation.
- To expose the student with state of the art perspectives, ideas, concepts, and solutions related to the design and execution of innovation driven projects using design thinking principles.
- To develop an advance innovation and growth mind-set form of problem identification and reframing, foresight, hindsight and insight generation.
- To prepare the mind-set and discipline of systemic inspiration driven by an educated curiosity aimed find new sources of ideas, new connections and new models specially outside their regular operating atmosphere.
- To recognise and specify the best problem to solve and restate the problem as a function of its mutually exclusive and collectively exhaustive different dimensions.
- To propose a concrete, feasible, viable and relevant innovation project/challenge.
- Novel solutions. Explore new approaches to problem solving that can be applied to a wide range of business challenges and contexts.
- Shared methods. Gain principles, practices and techniques that enhance team performance and managerial competences.
- Customer centricity. Learn how cross-functional teams can coalesce around customer needs to build a shared understanding around user-centered focus.
- Better results at lower risk. Create and implement user-centered solutions with business impact, faster and more effectively.



Program Fee:

~~INR 75000~~ **INR 25000**

**GOOGLE CLASSROOM
ONLINE TRAINING**

Duration: 25Hrs-5days

