DESIGN THINKING WORKSHOP FOR EXECUTIVES

Online Program for Mid & Senior-Level Leaders

16 Hours Online Workshop presented by Entellus
(Total 4 Sessions of 4 hrs each, for 2 consecutive weeks)

PROGRAM OVERVIEW

An intensive, hands-on Design Thinking workshop for mid and senior-level executives who want to drive innovation and solve complex business challenges using human-centered design methodologies.

Format: Live Online Virtual Sessions

Duration: 4 Half-Days (4 hours each)

Schedule: Two Consecutive Weekends
- **Weekend 1:** Friday & Saturday
- **Weekend 2:** Friday & Saturday

Who Should Attend: Mid to Senior-Level Executives, VPs, Directors, Senior Managers, Innovation Leaders across all industries.

Prerequisites: No design experience required. Bring an open mind and a real business challenge.

WHAT YOU'LL LEARN

1. **Master the Design Thinking Framework -** Apply all five stages (Empathize, Define, Ideate, Prototype, Test)
2. **Lead Innovation Initiatives -** Facilitate workshops and build innovation capabilities
3. **Apply Human-Centered Problem Solving -** Use empathy research to uncover opportunities
4. **Rapid Prototyping & Testing -** Validate ideas quickly before major commitments
5. **Build Design-Driven Cultures -** Foster creativity and customer-centricity
6. **Cross-Industry Learning -** Gain perspectives from leaders across diverse sectors

DAY 1 - FRIDAY: Foundation & Empathize
Weekend 1 | 4-Hour Session

Welcome & Program Introduction - Participant introductions and networking exercise - Program overview and learning journey - What is Design Thinking? Origins, evolution, and why it matters for executives - Success stories from diverse industries - Platform walkthrough (Miro/MURAL)

The Empathize Stage - Understanding empathy in business context - The role of empathy as a strategic advantage - Empathy research methods: Stakeholder interviews, observation techniques, Jobs-to-be-Done framework - Hands-on Exercise: Conduct empathy interviews in pairs using real business challenges - Practice active listening and "5 Whys" technique - Debrief and insights sharing

Deep Dive: Empathy Mapping - Empathy map framework: Says, Thinks, Does, Feels quadrants - Identifying pains and gains - Group Exercise: Build collaborative empathy maps for selected challenges - Identify pain points and unmet needs - Gallery walk and peer feedback

Deliverable: Empathy map for your business challenge

Homework: Conduct 2-3 empathy interviews with stakeholders, create empathy map, document insights (2-3 hours)

DAY 2 - SATURDAY: Define & Ideate
Weekend 1 | 4-Hour Session

Review & The Define Stage - Homework sharing: Surprising insights from interviews - The art of problem framing: Why problem definition matters more than solutions - How executives often jump to solutions too quickly - Point-of-View (POV) statements framework: [User] needs [Need] because [Insight] - Examples from Fortune 500 companies - Exercise: Craft 3 POV statements for your challenge - Partner feedback and refinement

From Define to Ideate - Converting POVs to "How Might We" (HMW) questions - Creating actionable and inspiring questions - Exercise: Generate 5-7 HMW questions from your POV - Vote on most compelling questions

The Ideate Stage - Ideation principles for executives: Defer judgment, encourage wild ideas, build on others - Overcoming "expert bias" - Multi-round ideation marathon: - Round 1: Classic brainstorming (target 30+ ideas in 15 minutes) - Round 2: Worst possible idea (flip terrible solutions into good ones) - Round 3: Cross-industry inspiration ("How would Netflix/Amazon/Tesla solve this?") - Round 4: Individual silent reflection - Idea selection: Affinity mapping, clustering similar ideas, dot voting - Identify top 3 ideas per group

Preparing for Prototyping - Overview of prototyping mindset and approaches

Deliverable: Top 3 ideas selected, one chosen for prototyping

Homework: Select one idea to prototype, sketch/storyboard concept, identify assumptions to test (2-3 hours)

Optional: Office hours Wednesday 6-7 PM between weekends

DAY 3 - FRIDAY: Prototype
Weekend 2 | 4-Hour Session

The Prototype Mindset - Prototyping principles: Build to think, not to pitch - Fail fast, learn faster - Prototype types: Physical, experience, service, digital - Resolution levels: Low-fidelity to high-fidelity - Case study: How Google Ventures uses prototyping - Prototyping for different business contexts: - Services: Customer journey maps, service blueprints - Products: Sketches, mockups, clickable prototypes - Processes: Workflow diagrams, role-play scenarios - Strategies: Business model canvas, concept posters

Rapid Prototyping Workshop - Prototype planning: What are you testing? What's the riskiest assumption? - Prototype gallery: Examples and tools overview - Paper prototypes, storyboards, role-play scripts - Landing pages, PowerPoint mockups, video scenarios - BUILD TIME (80 minutes): Work in small groups to create low-fidelity prototypes - Facilitators rotate through breakout rooms for support - Create testing script for Day 4 - Prototype must be testable in 10 minutes and communicate core concept

Prototype Show & Tell - Groups present prototypes (3 minutes each) - Quick peer feedback and questions

Refine & Test Prep - Creating effective test protocols - Questions to ask (and not ask) - Observation techniques and documenting feedback

Deliverable: Testable prototype of your solution

Homework: Refine prototype, recruit 2-3 test participants, conduct user tests, document feedback (3-4 hours)

DAY 4 - SATURDAY: Test & Implementation
Weekend 2 | 4-Hour Session

The Test Stage - Testing stories: Share one surprising insight from user tests - Effective testing techniques: - Show, don't tell - Asking open-ended questions - Reading body language in virtual sessions - The "5-second test" - A/B testing concepts - When to pivot vs. persevere - Analyzing test results: Patterns vs. outliers, prioritizing feedback - Case study: How Dropbox used a simple video prototype

Live Testing & Iteration - Speed testing setup: Groups pair up to test with each other - Live testing rounds: Each group tests prototype and receives feedback - Rapid iteration exercise: Make one quick improvement based on feedback - Document key learnings

Implementation Planning - From prototype to implementation: Scaling prototypes in organizations - Building business cases for Design Thinking projects - Getting stakeholder buy-in - Measuring success and impact - Common implementation pitfalls - Exercise: Create your implementation plan - Next 3 iterations needed - Resources required and stakeholders to involve - Success metrics and KPIs - 30-60-90 day roadmap - Risk mitigation strategies - Peer consulting sessions: Present plans and get feedback

Building Design Thinking Cultures - Design Thinking leadership strategies - Fostering psychological safety for innovation - Building cross-functional collaboration - Creating space for experimentation - Leading by doing: Being a design thinking role model - Executive strategies from IBM, SAP, Intuit

Closing & Next Steps - Reflection: Biggest takeaways - Commitments: One thing to implement in 30 days - Post-program resources and alumni community - Certificate of completion

Deliverable: 30-60-90 day implementation action plan

Certificate Awarded: Design Thinking Executive Program

ABOUT BCC&I LEADERSHIP INSTITUTE

BCC&I has launched BCC&I Leadership Institute (BLI) with offerings ranging from training programmes and workshops to certification courses focused on management / technology development and leadership training on a common platform from which vertical-specific offerings could be strategized, streamlined, targeted, branded and marketed to the clients (corporates / businesses / industries / governments).

The BLI embodies BCC&I's commitment to consolidating and enhancing these initiatives. It is envisioned as a continuous learning platform providing targeted, impactful training and leadership development opportunities. The goal is to strategize, streamline, and market these specialized offerings under a unified, distinguished brand, while also focusing on capacity building for Member Organizations on relevant and contextual topics, and collaborating with leading academia from India and abroad. It is more than just a learning platform; it is a catalyst for professional growth and business excellence. By integrating the best existing programs and creating new, innovative offerings, BCC&I is committed to helping it's members and partners reach their highest potential.

The Committee Comprises of:

Chairperson: Mr. Supriyo Sinha, Director - Business Transformation & Corporate Strategy, The Peerless General Finance & Investment Company Limited

Mentor: Mr. Subir Chakraborty, Former President, BCC&I (Former MD & CEO, Exide Industries Limited)

Special Invitee Member: Mr. Gautam Ray, Immediate Former President, BCC&I and President – Corporate, RPSG Group

What's Included

· 16 hours of live instruction and facilitation
· Digital toolkit with templates and frameworks
· Certificate of completion
· All workshop materials and recordings
· Alumni community and optional follow-up sessions

Time Commitment & Requirements

Time: 16 hours live sessions + 7-10 hours homework

Technology: Computer with webcam, reliable internet, Zoom, Miro/MURAL, Slack

Session	Date	Time	Day	Hour
Session 1	13th March	2pm-6pm	Friday	4 hrs
Session 2	14th March	11am-3pm	Saturday	4 hrs
Session 3	20th March	2pm-6pm	Friday	4 hrs
Session 4	21th March	11am-3pm	Saturday	4 hrs

Registration Link : https://forms.gle/ca6bPCXhzurNeXVT8

Certificate of Participation will be provided by The Bengal Chamber of Commerce and Industry to all participants

Participation Fee :
Rs 10,000/- +18% GST (Per participant)

Discounts

For 10 or more confirmation -20%
For 6 - 9 confirmation - 15%
For 3 - 5 confirmation - 10%

BCC&I Bank Details:

Beneficiary Name: The Bengal Chamber of Commerce and Industry
Bank Name: Canara Bank
Bank Account Number: 95001010000017 (Current)
IFSCCode: CNRB0019500BCC&I
Address: Royal Exchange, 6 Netaji Subhas Road, Kolkata 700001, West Bengal

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