



**TWO-DAY PROGRAMME ON
'CUSTOMER CENTRICITY THROUGH DESIGN THINKING'**

Introduction

Business is about solving important problems profitably. However, knowing the problems which are worth solving is not always trivial. It calls for understanding the unmet and unarticulated needs of the customers and coming up with solutions which are technically feasible and economically viable to the organization. The more innovative companies do this routinely through adoption of systematic techniques of discovery, definition, ideation and prototyping.

Design Thinking is increasingly becoming the comprehensive approach to problem solving where a significant focus goes into achieving customer centricity. The approach draws from the domains of anthropology, biology, behavioral psychology, economics, technology, and management, amongst others, to present a reliable, repeatable, and scalable approach to systematic problem solving.

The hands-on workshop aims at engaging with audience through the tenets, practices and tools available to develop a genuine customer centricity, while being focused at significant business/ customer outcomes.

Programme Outcomes

At the end of the two-day workshop, the participants would be acquainted with the following:

- Systematic approach to problem discovery and definition
- Methods of ideation that work across contexts
- Logical ways of short listing the most promising opportunities
- Mechanisms for validating concepts through prototyping, storyboarding and other practical techniques
- Approaches to convert a promising idea into a compelling business

Programme Coverage

- Introduction to Design Thinking
- Problem Discovery
- Problem Framing
- Ideation
- Idea short listing and validation
- Business Case Presentation

Methodology

The learning will be facilitated through brief lectures, videos, case studies and hands-on-exercises.

Participant Profile

Design Thinking benefits all, though it will relatively more beneficial to the following professionals - Product design and development teams, R&D engineers and scientists, Sales, marketing and business development executives, Customer support/service managers, Support functions such as human resources.

Programme Facilitator



Dr. Pavan Soni is an Innovation Evangelist by profession and a teacher by passion. He is the founder of Inflexion Point, offering programs on Design Thinking, Strategic Acumen, and Consulting Skills. Apart from being an Adjunct Faculty at ISB Hyderabad and IIM Bangalore, Pavan has consulted with Fortune 500 companies, including 3M, Amazon, General Electric, Qualcomm, and Samsung, amongst others.

Pavan is a mentor for NSRCEL at IIM Bangalore, and the Founder Institute, and a columnist at HT Mint, YourStory, Entrepreneur India, Inc 42, and People Matters. He has been invited to speak at ISRO as a part of their Distinguished Lecture Series and has delivered talks at over 120 organizations in India and abroad.

Pavan was the only Indian to be shortlisted for the prestigious 'FT & McKinsey Bracken Bower Award for the Best Business Book of the Year 2016'. He has also been invited five times to speak at the TEDx. For his work on innovation, Pavan bagged the prestigious 'On the Job Achiever' Award at Lakshya in 2007 at NITIE Mumbai.

He is a Gold Medalist from MBM Engineering College Jodhpur, and did his PGDIE from NITIE Mumbai. Pavan finished his Doctoral Studies from IIM Bangalore in the domain of innovation management.

About GRGCAS

GRG Centre for Advanced Studies (GRGCAS) is a Centre of Excellence for the Theory and Practice of Management and a part of the GRG Group of Institutions in Coimbatore, Tamil Nadu. The vision of GRGCAS is "to be a leader in providing best-in-class learning and development programmes in management for working professionals".

The programmes designed and delivered by GRGCAS are of short, medium, and long term duration on multiple formats and platforms - weekend/weekday; on campus and off campus, full-time and part-time, company specific, sector specific, domain specific. GRGCAS also offers management development programmes in specifically identified disciplines in partnership with other premier institutions and industry.

GRGCAS draws from among appropriate internal and external resources, including from industry to ensure that the programmes offer the most current, contemporary and updated knowledge and skills based on best practices in management.

GRGCAS, in the past two years, has trained over 600 executives representing over 35 companies in the Kongu region in different domains and subjects of management.