

Design Thinking Mindset Programme



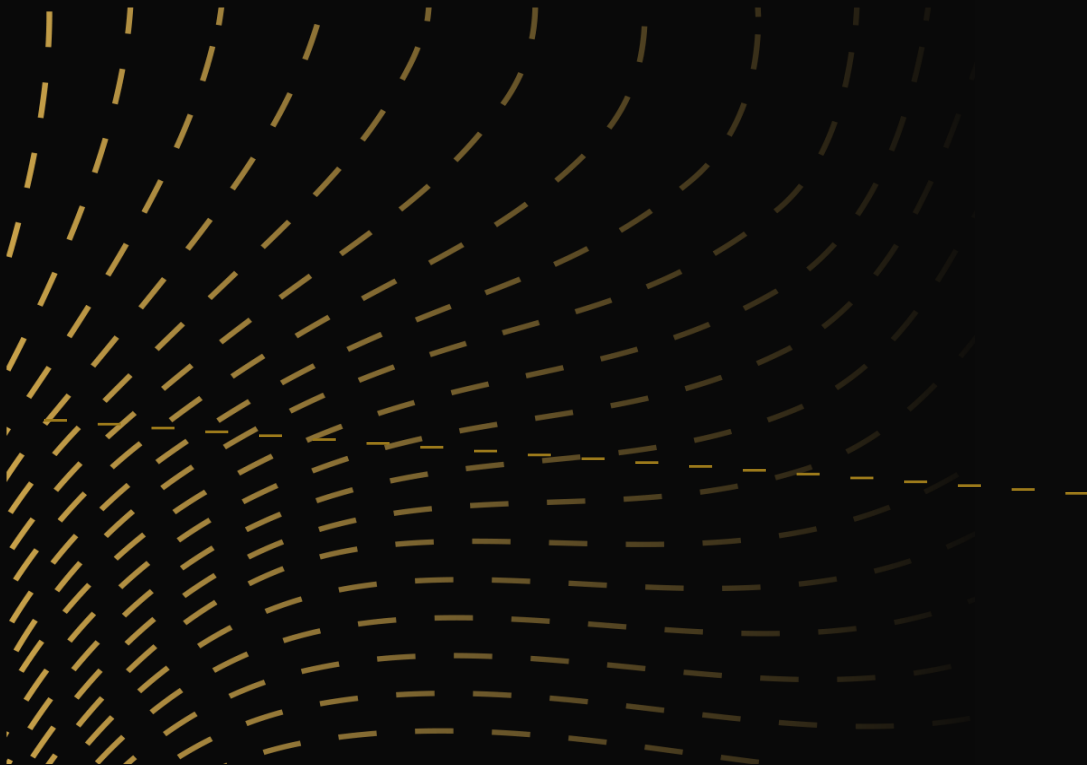
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The logo for Aktivo Labs features the text "Aktivo Labs." in a bold, sans-serif font. The "Aktivo" part is in a lighter weight than "Labs.", which is in a bolder weight. The period at the end of "Labs." is also present.

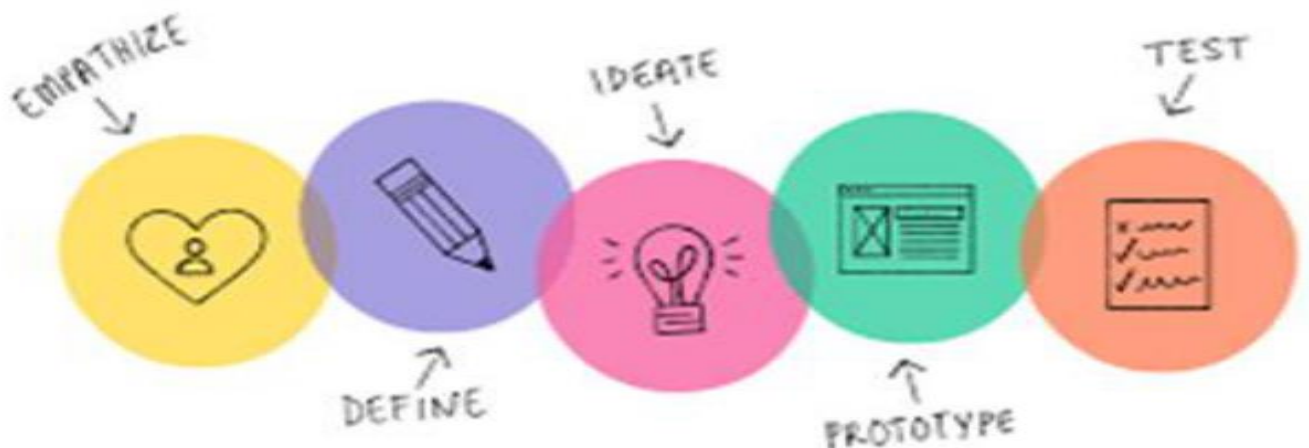
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About the Programme

Welcome to *The Design Thinking Mindset*. This three-day programme introduces executives to the core principles of design thinking: empathise, define, ideate, prototype, and test, using a highly interactive and human-centred approach to solving complex and ill-defined problems. The course is designed to move participants from conceptual understanding to practical application, culminating in a hands-on design challenge that encourages creative problem solving in real-world contexts.

By the end of the course, participants are expected to understand the foundations of design thinking, work through the different stages of the process, and strengthen their ability to articulate and frame problems more effectively. They will also develop practical solutions to complex issues and produce a solution deck focused on a recognised social problem, giving the programme both strategic and applied value.



LEARNING OUTCOMES

Module 1: Introduction to Design Thinking

Design thinking isn't just for designers—it's a problem-solving framework for anyone. Run a "Quick Start" challenge like the Marshmallow Challenge or the Wallet Project. Why did some designs fail while others succeeded? Empathy (Stepping into Their Shoes). Researching user needs through observation and interviews rather than making assumptions. Create an Empathy Map (Says, Does, Thinks, Feels) for a specific user group (e.g., executives who struggle with locker organisation). Practice Customer Journey Mapping to identify "pain points".

Module 2: Define (Finding the Right Problem)

Synthesising research to create a "Point of View" (POV) and a clear problem statement. Activity: Use "How Might We" (HMW) statements to turn pain points into design opportunities. Moving from "I want to build a better bag" to "How might an executive help colleagues who are struggling with a daily routine?" Phase 3: Ideate (The Brainstorm Blitz). Encouraging "wild ideas" and quantity over quality (divergent thinking). Activity: Use techniques like SCAMPER or "Worst Possible Idea" to break mental blocks. Tool: Visualise ideas using digital mind-mapping tools like Popplet or Mural.

Module 3: Prototyping and Testing

Making ideas tangible through low-fidelity models. Activity: "Rapid Prototyping"—build a model in 30 minutes using cardboard, tape, or digital wireframes. A prototype is a way to ask questions, not a finished product. Phase 5: Test (Feedback is a Gift). Testing the prototype with real users to learn what works and what doesn't. Activity: Conduct "I Like, I Wish, What If" feedback sessions. Learn to detach from your idea and embrace "failure" as data for the next version.

Module 4: Iteration and Final Showcase

Building a "good enough" version to test with real people. Using test results to go back to previous stages (Defining or Ideating) to improve the solution. Update the prototype based on user feedback. Explore advanced 3D design tools like SketchUp or Adobe Express for a more polished final version. Final Showcase: Designing for Impact. Sharing the design story and the journey from empathy to solution. Activity: Present the final solution and the "Design Diary" (showing all iterations) to a panel of peers or teachers. Reflect on the Design Thinking Mindsets: Empathy, Optimism, and Embracing Ambiguity

THE LEARNING JOURNEY

Comprehensive understanding of Design Thinking Mindset

Journey to Expertise

This programme guides participants through a structured learning journey, combining face-to-face instruction, online modules, and practical assessments to ensure comprehensive understanding and real-world application of Design Thinking principles tailored for business leaders.

FACE-TO-FACE	ONLINE LEARNING	CERTIFICATION	TOTAL HOURS
15 hours over 3 days	21 hours directed learning	Joint certification from GIM, AKTIVOLABS and GPEC-X	36 hours of combined education

- Engaging and interactive face-to-face sessions with experts
- Flexible online courses for comprehensive understanding
- Certification enhances professional credibility and skills
- Continuous support and resources for all participants

Change by Design

Design Thinking

WHO SHOULD ATTEND



This workshop is ideal for executives, managers, entrepreneurs, and professionals who want to strengthen their problem-solving and innovation capabilities. It is especially relevant for those leading teams, shaping services, or making decisions in complex and fast-changing environments. The session will also benefit academic leaders, consultants, and educators who want to apply human-centred methods to real-world challenges. Participants involved in strategy, product development, service improvement, or organisational change will find the content particularly valuable. It is equally suitable for anyone seeking to turn ideas into practical solutions through a structured yet creative process.

FOR MORE INFORMATION CONTACT US



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