

Lahore University of Management Sciences

Design Thinking – focus on delivering value through your organization

Instructor: Khalid Zafar
Email: haffurds@outlook.com

Material Used: Mix of selected academic journal articles, textbook chapters, industry news and case studies

Course Focus:

Audience: Attendees with some background in finance or project management in services industry

Class engagement: 2 hours sessions done twice weekly for 6 weeks

Methodology: 24 contact hours broken down to; 14 hours lectures and topic technical reviews, 10 hours interactive discussion including case studies and discussion in breakout sessions.

<u>Session</u>		<u>Topic</u>
	Week 1	Innovation Strategy
	Week 2	Driving and Managing Change
	Week 3	Understand – Empathize and Persona development
	Week 4	Design – Define, Ideate
	Week 5	Delivery – Prototype, Testing
	Week 6	Agile delivery and objective Governance

Summary overview:

We all need to be able to generate new and useful ideas, to solve difficult problems and to design and test interventions to improve the way things are done. Such abilities are central to any business scenario. The ability to identify novel problems and work innovative solutions are just like any other skill that can be developed and refined with practice. This course offers a framework to understand innovation and develop lateral thinking. The focus remains in managing this process in a business environment with the objective of managing the change through the organization and delivering creative solution with objective governance.

Learning Objectives

The course work is targeted for people working in any customer centric services environment. This will help them to structure the creative process, translate into business delivery and manage the change in the organization that it brings.

Audience profile:

The course pushes its audience to rethink their approach to problem solving and identifying creative solutions. It helps them to learn and use tools in Design Thinking to better define their customer wishes and value. Typically, they would be involved in customer experience champion projects and delivering innovative solutions or digitization of processes.

Outcomes:

- Defining and identifying innovation
- Relating creativity to the business environment
- Apply the creative tools process yourself
- Learn to convert consumer potential and issues to deliverable value
- Developing your own and your work team creative skills to focus on solutions.
- Introduction to customer value analytics and its use to define customer centric strategies.
- Map out transformation requirements including, leadership and change management topics.
- Sustaining change through governance.

About the Instructor:

Graduating from LUMS in 1990, Khalid setup his consultancy in IT hardware. He did his Master in business and finance from the Ivey Business School at the University of Western Ontario, Canada. He joined the ABN AMRO bank North American head offices in Chicago later moved to global head offices as the Head of Product Programs in ABN Amsterdam. He then joined MashreqBank in Dubai to Head the retail banking Credit Policy and Portfolio Management team. Last 10 years, as a Director, he has been consulting in the fields of process automation, re-engineering, and digitalization. He is currently pursuing his doctorate in Finance and Business with the research focus on Fintech in developing markets.

