

DESIGN THINKING FOR MANAGERIAL ENTREPRENEURIAL BEHAVIOR

03-DAY PROGRAM



PROGRAM OVERVIEW

This three-day training program equips participants with the necessary skills and tools to foster innovation through design thinking and entrepreneurial competencies. It offers hands-on learning to explore creative techniques for opportunity identification, risk management, and implementing low-risk initiatives. Participants will learn how to navigate the challenges of innovation and develop strategies to minimize risks while maximizing the potential for impact. The program focuses on practical application through interactive discussions, case studies, simulations, and role-play activities.

LEARNING OUTCOMES

By the end of the program, participants will be able to:

- 01 Understand and apply managerial entrepreneurship competencies.
- 02 Master the Design Thinking process to solve complex business challenges.
- 03 Utilize creative techniques such as SCAMPER, Six Thinking Hats, and Random Word Technique to identify opportunities.
- 04 Develop low-risk initiatives that foster innovation and minimize failure.
- 05 Engage stakeholders effectively using open innovation platforms.
- 06 Implement iterative design and overcome challenges in innovation implementation.

LEARNING PEDAGOGIES:

- **Interactive Discussions:**
Facilitated discussions to engage participants in real-world applications.
- **Workshops:**
Hands-on activities for participants to practice techniques in real business scenarios.
- **Case Studies:**
Analysis of successful organizations to extract key lessons on innovation and risk management.
- **Simulations and Role-plays:**
Practical scenarios to apply learned concepts in a controlled environment.
- **Group Activities:**
Collaboration and brainstorming sessions to encourage teamwork and creative problem-solving.

WHO SHOULD ATTEND?

- Mid to senior-level managers looking to foster innovation within their organizations.
- Aspiring entrepreneurs and business leaders seeking to develop design thinking competencies.
- Product managers, innovation officers, and strategic planners interested in implementing low-risk, high-impact initiatives.
- Stakeholder engagement professionals and change management leaders.

3-DAY STRUCTURED OUTLINE

DAY 01

Introduction to Entrepreneurial Competencies and Design Thinking Fundamentals

SESSION 1

▶ **MANAGERIAL ENTREPRENEURSHIP COMPETENCIES FRAMEWORK**

- **Interactive Discussion:**
- **Reading Assignment:**
- **Activity:**

SESSION 2

▶ **DESIGN THINKING FUNDAMENTALS**

- **Introduction to the Design Thinking Process:**
Video Case:
- **Case Study Discussion:**
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SESSION 3 & 4

▶ **OPPORTUNITY IDENTIFICATION TECHNIQUES I**

- **Techniques:**
- **Workshop:**

03-DAY STRUCTURED OUTLINE

DAY 02

Opportunity Identification and Risk Management

SESSION 5

▶ OPPORTUNITY IDENTIFICATION TECHNIQUES II

- Technique:
- Activity:

SESSION 6 & 7

▶ RISK MANAGEMENT

- Risk Analysis Tools:
- Case Study:

SESSION 8

▶ STAKEHOLDER MANAGEMENT STRATEGIES

- Open Innovation Platforms:
- Workshop:
- Activity:

DAY 03

Implementing Low-Risk Initiatives and Navigating Innovation Challenges

SESSION 9

▶ IMPLEMENTING LOW-RISK INITIATIVES

- Strategies for Minimizing Risk:
- Reading Assignment:
- Case Analysis:

SESSION 10 & 11

▶ ASSESSING AND ITERATING INNOVATIONS

- Prototype Development:
- Activity:
- Case Study:

SESSION 12 & 13

▶ NAVIGATING CHALLENGES IN INNOVATION IMPLEMENTATION

- Overcoming Resistance:
- Simulation:
- Reflection:

PROGRAM FACULTY



DR. ZEESHAN AHMED

25 Years of Executive Education Experience
Ph.D. in Finance, Mississippi University, USA
CFA and CPA Certified

High-Level Executive Training:

Interloop, Softwood, Faysal Bank Limited, PAEC, Meezan Bank, Cotton Web, Bank of Punjab, Park American Fertilizer, United Energy Pakistan, NTC, Indus Hospital, Karachi Electric

Specialized Training Areas:

Ethics, Corporate Finance, Change Management, Team Building, Islamic Finance, Digital Transformation



DR. SAJID BASHIR

20 Years of Executive Education Experience
Ph.D. HRM/OB, CUST
Campus Director/Dean, Management and Informatics

High-Level Executive Training:

FFBL, PAEC, Intelligence Bureau, Millat Tractors, Bank of Punjab, National Telecommunication Corporation, OGDCL, Interloop Limited, Mobilink Microfinance Bank, Softwood

Specialized Training Areas:

Leadership Development, Team Dynamics, Strategic HRM, Performance Management, Change Management, Employee Engagement, Talent Acquisition, Conflict Resolution, Organizational Culture, Ethical Leadership, Corporate Social Responsibility



DR. BASHARAT JAVED

7 Years of Executive Education Experience
Ph.D. HRM/OB, CUST

High-Level Executive Training:

FFBL, PAEC, NTC, Millat Tractor Limited, Millat Equipment Limited, Meezan Bank Limited, Softwood, Mobilink Microfinance Bank

Training Expertise:

Work Ethics, Leadership Styles, Strategy Championship, Team Building, Entrepreneurial Behavior, Integrated Communication, Conflict Management

 **ELC FOR INVESTMENT**



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