

Design Thinking : From Insights to Viability

Learn from the pioneers in Design Thinking, and join leaders transforming businesses and products in the revolution

Online | 10 weeks | Mentored Learning | Live Faculty Interaction

Early Admission Fee : USD 3000

Get Started Now

Name _____

Email _____

Mobile No. _____

Work Experience _____

Current Designation _____

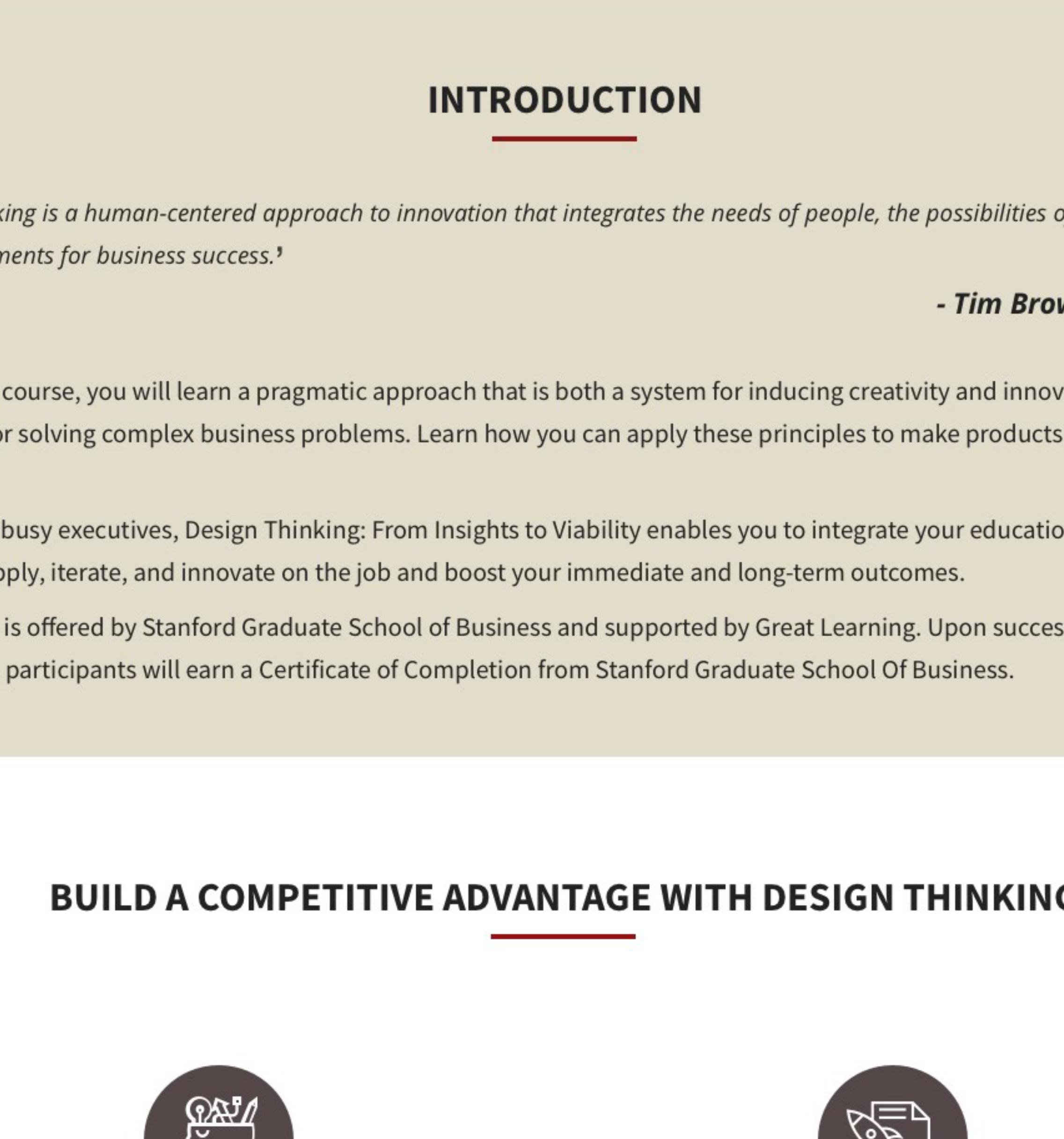
Current Organization _____

Highest Educational Qualification _____

I authorize a Great Learning representative to contact me about my interest in the program.

Apply Now

WHY DESIGN THINKING?



Design-driven companies have outperformed the S&P Index by **228%** over 10 years.

(Source: DMI)



Companies that foster creativity enjoy **1.5 times** greater market share.

(Source: Adobe)



50% of design-led companies report more loyal customers

(Source: Adobe)

INTRODUCTION

'Design thinking is a human-centered approach to innovation that integrates the needs of people, the possibilities of technology, and the requirements for business success.'

- Tim Brown, CEO, IDEO

Through this course, you will learn a pragmatic approach that is both a system for inducing creativity and innovation and a framework for solving complex business problems. Learn how you can apply these principles to make products that delight your users.

Designed for busy executives, Design Thinking: From Insights to Viability enables you to integrate your education with your work so you can apply, iterate, and innovate on the job and boost your immediate and long-term outcomes.

The program is offered by Stanford Graduate School of Business and supported by Great Learning. Upon successful completion of the program, participants will earn a Certificate of Completion from Stanford Graduate School Of Business.

BUILD A COMPETITIVE ADVANTAGE WITH DESIGN THINKING



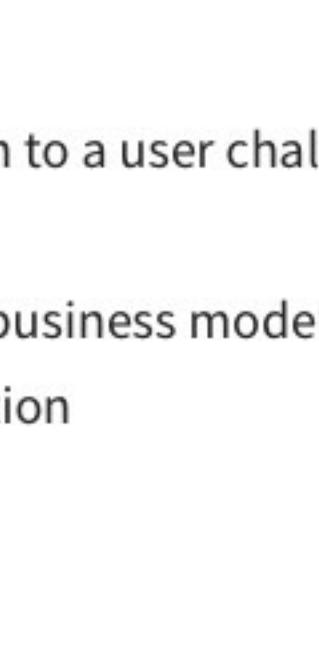
Develop an all-purpose toolkit

Learn to use the frameworks in a wide variety of scenarios so you are ready for any challenge



Learn by Doing

Apply the Design Thinking methodology to a series of real-world applications, and internalize the concepts



Engage with Experts

Interact with world-leading faculty, get personalized feedback from course facilitators, and learn from seasoned practitioners



Showcase your expertise

Distinguish yourself with a certificate from Stanford Graduate School of Business

PROGRAM HIGHLIGHTS



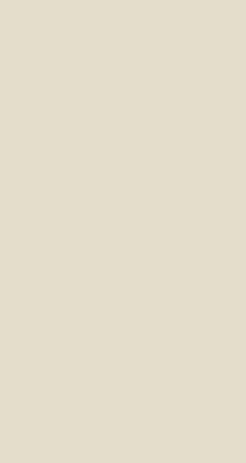
10-week course



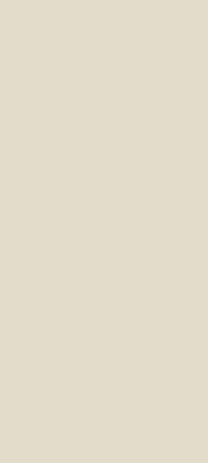
3 to 5 hours of weekly learning commitment



Two live classes by distinguished, tenured faculty from Stanford GSB



Weekly feedback with experienced Course Facilitator



Certificate from Stanford Graduate School of Business



10 assignments and a final reflection to synthesize what you've learnt

LEARN FROM THE BEST



Stefanos Zenios

The Investment Group of Santa Barbara Professor of Entrepreneurship and Professor of Operations, Information & Technology

Dhirubhai Ambani Faculty Fellow in Entrepreneurship for 2018-2019

Stefanos Zenios is the faculty co-director at Stanford GSB's center for Entrepreneurial Studies. An innovative teacher and researcher, Zenios is the main architect of Startup Garage, a popular GSB course that each year helps hundreds of Stanford GSB students and executives learn and apply the innovation processes that are at the center of the Silicon Valley Ecosystem.

CURRICULUM SNAPSHOT

The curriculum covers the entire framework of the design thinking process. Participants build an understanding of the 'user's need' by engaging in empathetic interactions, creating and testing rapid prototypes, and building important building blocks of a business case.

Human-centered Design	+
Needs Finding	+
Interviewing and Empathy-Building Techniques	+
Making sense of Observations and Insights	+
Defining a Point of View	+
Ideation	+
Developing and Testing Prototypes	+
Minimal Viable Products	+
Defining and Testing Business Models and Business Cases	+

Weekly feedback with experienced Course Facilitator	+
Certificate from Stanford Graduate School of Business	+
10 assignments and a final reflection to synthesize what you've learnt	+

LEARNING OUTCOMES

Acquire a design thinking mindset, so that you can translate your learnings during the course to drive innovation in your company

- ✓ Develop viable solutions to user challenges using the design thinking and hypothesis-driven innovation processes
- ✓ Gain user empathy through observation and interviewing, and develop user insights to identify unmet needs.
- ✓ Use multiple brainstorming techniques to find innovative solutions.
- ✓ Prototype a solution to a user challenge.
- ✓ Develop and test a business model or business case to support the viability of the solution

WHO SHOULD ATTEND

Product Managers

Business Heads

Marketing Managers

Entrepreneurs

Consultants

UI/UX Designers

ELIGIBILITY

50%

Undergraduate Degree with a minimum of 50% in any discipline

Professionals with at least 4 years of experience in their field

TESTIMONIALS

"I have already used this on one project at work, and my boss has already asked me to make a similar prototype for another project. I also feel like if I ever were to try starting my own company that my chances of success just went up a lot."

- Senior Director, Business Development (Software Industry)

COMPANIES THAT USE DESIGN THINKING

NETFLIX

and many more...

Delivered in collaboration with

greatlearning

Learning for Life

Great Learning is an Ed-Tech company that offers programs in career critical competencies such as Analytics, Data Science, Artificial Intelligence, Cloud Computing, Cybersecurity, Full Stack Development and much more. Over 10000 professionals have taken Great Learning programs and it has already delivered over 5 million hours of learning.

Learn Design Thinking from Stanford GSB

Apply Now