AUC
PARTNER IN TRANSFORMATION

Utilize Design Thinking for Winning Products and Services

Why You Need to Attend:

This workshop is for senior management of an organization, who are responsible to design winning products or services. Design thinking workshop is a blend of face-2-face and online learning experience. It will guide participants to understand the need of their products and services from end user perspective and test their assumptions before launching it. Unlike traditional definition based and/or international case studies base events, workshop will provide a toolkit to utilize design thinking for their current and future products and services.

How You will be Engaged:

STEP 1
Watch the preworkshop video. List your organization's products/services for designing.

STEP 2
Attend the workshop (i.e. Face-2-Face, Online, and/or On Demand). Compare your prework with workshop work.

STEP 3
Review the toolkit. Design your products and services. Test your assumptions with customers.

STEP 4
Measure your success against the given criteria. Share your experience with AUC.

What You will Gain:

- **Assessment** of Your Creativity with Assumption Analysis
- **Understanding** of Your Customer Needs and Wants with Empathy Mapping
- **Skills** to Re-define the Customer Needs and Wants with Synthesis
- **Utilization** of Divergence Model for Idea Generation with Prioritization Techniques
- **Hands-on** Prototyping with Road Testing Criteria

Why with AUC:

- We are in a Business of Transformation
- We Teach What We Do
- We Provide Global Knowledge with Local Contexts
- We Prioritize Context Over Content
- We Will Challenge Your Assumptions
- We Will Create an Experiential Learning Environment
- We Will Make You See Things Differently
- We Will Provide You Tools for Implementation
- We Will Provide You Criteria to Measure Your Success
- Our Success Depends on Your Success

WORKSHOP AGENDA

SESSION 1 - TIMINGS: 9 AM – 10:30 AM

Challenge Assumptions for Creativity

This session will cover
- Test of Creativity
- Challenge Assumptions
- Exercise: Assumption Assessment

This session will help participants to challenge the assumptions for creative solutions of their daily problems.

SESSION 2 - TIMINGS: 11:00 AM – 12:00 NOON

Empathize to Understand the User Perspective

This session will cover
- Identify Stakeholders
- Create Personas
- Exercise: Empathy Map

This session will provide framework to understand the needs of identified stakeholders and experience the challenges from their perspectives.

SESSION 3 - TIMINGS: 12:00 NOON – 01:00 PM

Define the Problem

This session will cover
- Present the Observation
- Define the Emotional, Social and Rational Needs
- Exercise: (Re) Define the Problem

This session will provide tools to redefine the problem based on designer first hand experience and stakeholder needs from 3 dimensions.

SESSION 4 - TIMINGS: 02:00 PM – 03:30 PM

Ideate the Options for Solution

This session will cover
- Visual Brainstorming
- Divergence Vs. Convergence
- Exercise: Prioritization of Ideas

This session will guide participants to brainstorm multiple ideas, and help them to utilize convergence model for ideation.

SESSION 5 - TIMINGS: 04 PM – 05:00 PM

Prototype & Test the Solution

This session will cover
- Rapid Prototyping
- Road Test
- Exercise: Storyboarding

This session will challenge participants to perform rapid prototyping for their ideas, & check how they can make it better in iterations.

TRAINER PROFILE

Lead Trainer and Mentor

Asad Ullah Chaudhry

PgMP, PMP®, ACP,
Scrum Master, Project+
Alumni - University of Oxford

Asad Ullah Chaudhry, an Oxford graduate, Masters from Stanford University, and a long term PgMP®, PMP®, and ACP® practitioner.

He currently runs a project-focused consultancy and training company, AUC (Pvt.) Ltd; an innovative company: coaching more than a score of organizations. He has also trained more than 10,000 project management professionals.

Asad possesses diversified experience in Strategic Management, Design Thinking, Portfolio Management, Change Management, Information Technology, Business Process Redesign, and Supply Chain Management. He has a particular and cherished association with strategy execution through project management.

Asad is working with organizations to align strategies with initiatives, Portfolio Management, Project and Program Management Office (PMO) Setup, Technology Evaluation, and Project Implementations. He has successfully worked on many initiatives, including: Setting up Portfolio Management Office in Pakistan Air Force, Implementing Project Management Office in Meezan Bank, ERP Project Implementation for Burque Corporation, ERP Project Planning and PMO Setup for Pakistan Army, Core Banking Project Implementation and PMO Setup for National Bank of Pakistan, PMO Setup for Jaffer Brothers, PMO setup for Kalsoft, and PMO Setup for Emmaculate.

As a facilitator, he has more than 300 international events, to his credit, in four continents, the Americas, Europe, Africa and Asia. He uses an innovative corporate case study based approach to transform organizational projects.

Globally, he has contributed to PMI's Standard for Portfolio Management and PMO Awareness, - which led to him being selected as one of the 25 global leaders for "Masters in Leadership Program".