Design Thinking & Innovation Masterclass

Featuring PATRICK COLLINGS
Design Thinking Expert | Agile Strategist

12-13 APRIL 2018
BANGALORE

GOLDMAN COMMUNICATIONS PRIVATE LIMITED
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Ongoing and implementable innovation is critical to every organization’s survival and prosperity in today’s fluid socio-economic environment and the demands and expectations of informed and empowered consumers. Organizations that fail to constantly innovate are quickly bypassed by more agile competitors. Design Thinking is a human-centric and agile strategic methodology being embraced by many organizations today to help them innovate successfully. In this masterclass, the principles and tools of Design Thinking will be applied to innovation and combined with leading innovation methodologies. Delegates will be shown how to innovate effectively as well as assess the innovation potential of competitors or organizations they wish to invest in or partner with.

**KEY BENEFITS & LEARNING OUTCOMES**

Delegates attending this masterclass will leave with a comprehensive understanding of Design Thinking and its application to improving innovation within their organizations. Delegates will be able to immediately apply the set of supplied Design Thinking tools to their innovation strategies and activities. Delegates will also understand how Design Thinking can be incorporated into an organization's structure and can be applied to other disciplines such as corporate strategy, investment and marketing.

**PEOPLE WHO SHOULD ATTEND THIS MASTERCLASS ARE:**

- Chief Executive Officers
- Innovation Directors
- Brand Directors
- Project Managers
- Product Managers
- Divisional heads
- Market Researchers
- Entrepreneurs
- Small Business Owners
- Business Development Heads
- Business Consultants
- Investors
- Research & Development Heads
- Brand & Marketing Managers
- Business Strategists
- Innovation Strategists
- Small Business Owners
- Business Development Heads
- Business Consultants

The Masterclass Is Applicable To All Industries Including IT, Manufacturing, FMCG, Electronics, Biotechnology, Financial, Investment, Aerospace & Aviation, Consulting etc. Delegates Should Ideally Be Middle To Senior Level Managers.
Few of our clients who benefitted from our earlier Design Thinking Masterclass
## Participating Delegates

<table>
<thead>
<tr>
<th>General Manager- Product Development (R&amp;D)</th>
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<tbody>
<tr>
<td>Hawkins Cookers Ltd</td>
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<thead>
<tr>
<th>Brand Manager</th>
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<tr>
<td>ITC LTD</td>
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<thead>
<tr>
<th>Manager - Projects, Maintenance &amp; Engineering Support</th>
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<td>ITC LTD</td>
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<tr>
<th>Assistant Manager</th>
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<td>ITC LTD</td>
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<th>Consumer Insights, Foods Division</th>
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<th>Assistant Manager-Quality</th>
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<tr>
<th>Head-Product Development (Foods)</th>
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<th>Product Development Executive</th>
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<th>Divisional Manager-OD</th>
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<th>Software Architect</th>
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<td>Robert Bosch Engineering &amp; Business Solutions Pvt Ltd</td>
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<th>Group Manager Hardware development - Emerging Co-operations</th>
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<tr>
<td>Robert Bosch Engineering &amp; Business Solutions Pvt Ltd</td>
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<th>Principal Technologist II</th>
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<th>Principal Technologist II</th>
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<th>Lead Design Engineer I</th>
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<td>SRF LTD</td>
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<th>Deputy General Manager - Production</th>
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<td>SRF LTD</td>
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<th>Manager - Production</th>
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<tr>
<td>Finolex Industries Ltd</td>
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<th>GM</th>
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<td>Bosch Limited</td>
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<th>Sr Manager</th>
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<td>Bosch Limited</td>
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<td>Sr Manager, Bosch Limited</td>
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<tr>
<td>Research Manager, Indian Oil Corporation Ltd</td>
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<tr>
<td>Research Manager, Indian Oil Corporation Ltd</td>
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<tr>
<td>Sr. Director, Cipla Ltd</td>
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<tr>
<td>Senior Expert / Director – R &amp; D Center, CAMSO LOADSTAR(PVT) LIMITED</td>
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<tr>
<td>Sr GM, Greaves Cotton Ltd</td>
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<td>DGM, Greaves Cotton Ltd</td>
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<tr>
<td>Lead Research Engineer, Siemens Healthcare Private Limited</td>
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<tr>
<td>Manager, Mahindra &amp; Mahindra Financial Services Ltd</td>
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<tr>
<td>Assistant Manager - PMO</td>
<td>MAHINDRA &amp; MAHINDRA LTD. (MAHINDRA RESEARCH VALLEY)</td>
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<tr>
<td>Deputy Manager - Program Management (FD)</td>
<td>MAHINDRA &amp; MAHINDRA LTD. (MAHINDRA RESEARCH VALLEY)</td>
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<tr>
<td>Sr. Mgr RS Haldia DO</td>
<td>INDIAN OIL CORPORATION LIMITED</td>
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<tr>
<td>Sr Mgr RS Kolkata DO</td>
<td>INDIAN OIL CORPORATION LIMITED</td>
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<td>Assistant Manager</td>
<td>ITC Ltd</td>
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<td>Manager - Market Research</td>
<td>ITC Ltd</td>
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<tr>
<td>Manager, Design &amp; Innovation</td>
<td>Ingersoll Rand Technology and Services Ltd</td>
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<tr>
<td>BRAND MANAGER</td>
<td>The Himalaya Drug Company</td>
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<td>MARKETING- INNOVATION</td>
<td>The Himalaya Drug Company</td>
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<td>CATEGORY MANAGER</td>
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