



# Design Thinking & Innovation

*Cultivating a Growth Mindset*

*Business - Work - Life*

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*(Board-Game Simulation)*



**INGENIOUS**  
SIMULATION

# Design Thinking & Innovation

*Cultivating a Growth Mindset*



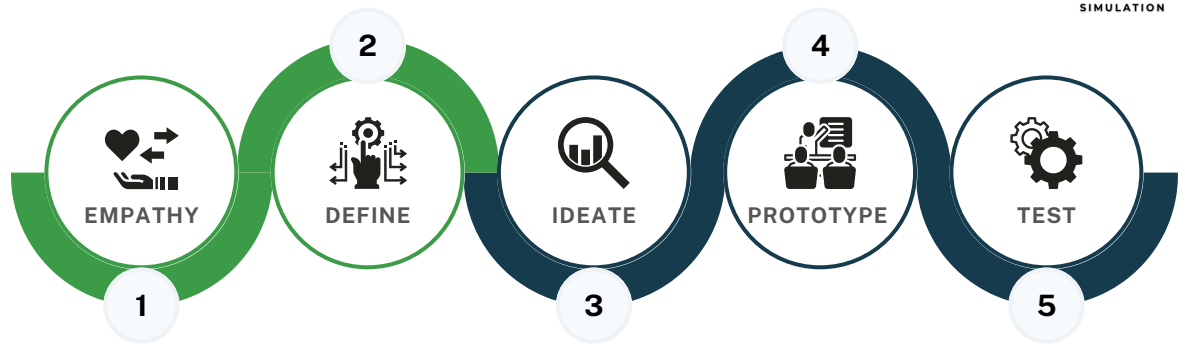
## OVERVIEW

Recent trends show that most of the business world has experienced numerous significant events over the past few years. Ranging from the financial and health crises, such as the COVID-19 outbreak had major economic impacts on many business sectors. This has become an explicit business to remodel and establish a new opportunity through **Design Thinking & Innovation**, to ensure that the business, work, and life are usually designed from the perspective of a people's mind and behavior.

The design thinking process is one of the strategies that are widely used in innovative business. "Ingenious Simulation" will guide you on how to leverage the idea that aspires to a growth mindset in the businesses environment through the comparisons between the design thinking process which is a major process to encourage business leaders to recognize their target insight in a well-thought-out manner, and innovative problem-solving to solve business challenges and strategy to the new normal.

Design thinking is demonstrated as a repeatable human-centered approach to the new strategic idea of the business, work, and life and innovation development toolkit which allows you to validate your assumptions rigorously before investing in R&D and spending a lot of time in business development. This combines critical and creative thinking that contributes ideas to being assembled. It is mindset-focused on identifying people's pain points and finding solutions that fit the target needs.

Nevertheless, all participants will gain an understanding of how to apply design thinking in business, work, and life through **Board-Game Simulation**, to identify new opportunities, development, and test possible solutions for their initiatives. Thus, they will learn how to take benefit of business strengths and create new opportunities in this post-crisis environment by applying design thinking and innovation.



## PROGRAM OBJECTIVES

- To apply Design Thinking in Pandora's business development phase
- To understand Design Thinking's core principles and key benefits
- Analyze beliefs and actions that contribute to a growth mindset
- To understand business, people, and life journey
- To master the process by adaptive innovation, apply and action concepts
- To create new ways of working to endorse the process through the right mindset

## WHAT YOU WILL LEARN

Understand how leaders can create the optimal environment

Build team dynamics to conduct innovation and collaboration

Apply creative solutions and behavior-change analysis

Define the challenge and approach problems with a growth mindset

Market research and competitive Intelligence

Apply human-centered design through techniques

Create your own strategic initiatives

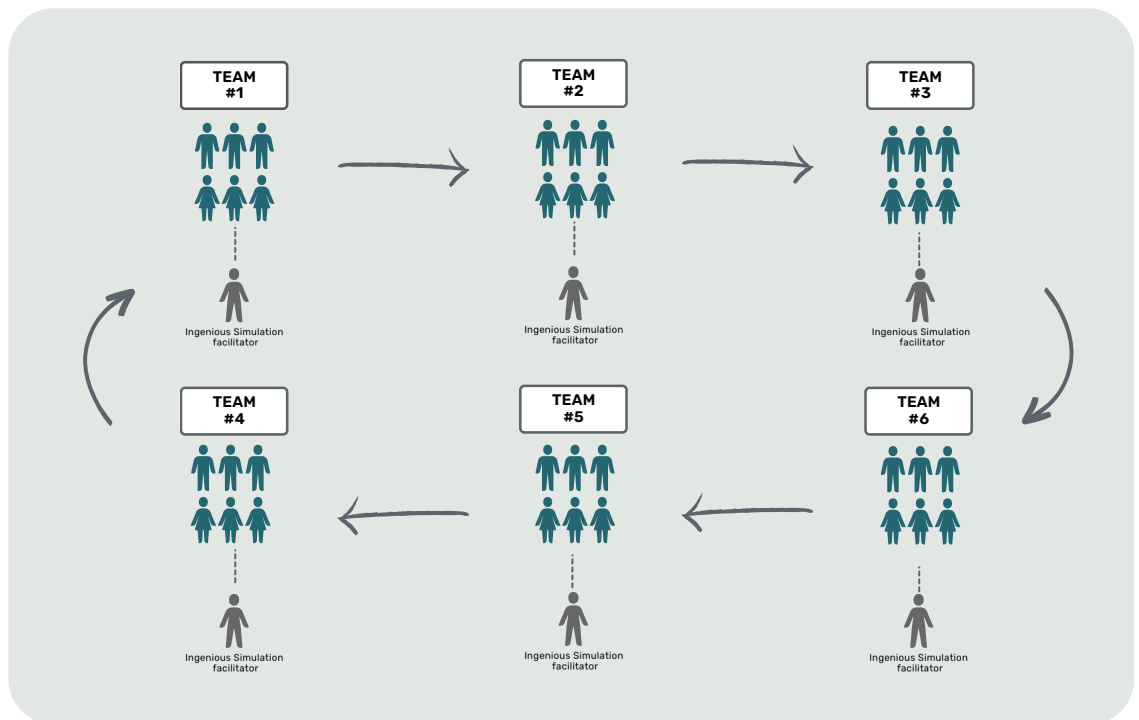
Integrates creative problem-solving and management

Rapid Prototyping

## DESIGN THINKING WORKSHOP ROLES

- **As a facilitator**, Responsibility for helping teams design innovative outcomes and challenging assumptions.
- **As a learner**, Responsibility for participating in all discussions, and activities and sharing innovative ideas.

Each squad will obtain a personal facilitator from Ingenious Simulation.



Start with design,  
from people's need & want.  
Not limited  
by Technology



Push the right people  
to use the same kind  
of creativity & innovation  
to make it happen.



## WHO SHOULD ATTEND



### INNOVATION LEADERS OR ENGINEER

- DEVELOP AN INNOVATION MINDSET TO GUIDE YOUR TEAM OR BUSINESS'S STRATEGY.



### ENTREPRENEURS OR BUSINESS OWNER

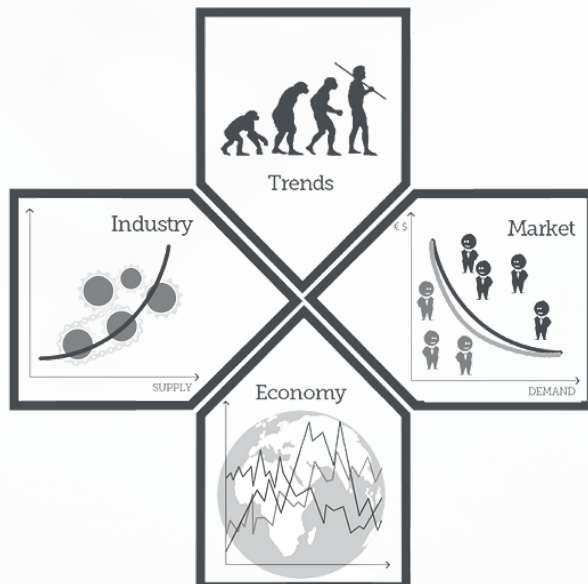
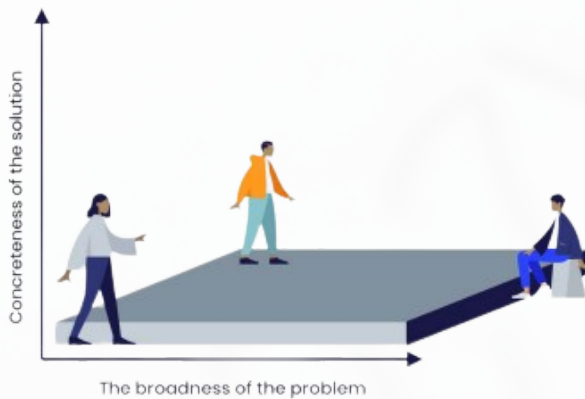
- DISCOVER FRAMEWORKS AND TOOLKITS TO BRING A NEW INNOVATIVE IDEA.



### PRODUCT MANAGERS, DEVELOPERS, MARKETERS, AND OTHERS

- CREATE PRODUCTS AND SERVICES THAT RESONATE WITH YOUR CUSTOMER BY APPLYING HUMAN-CENTERED DESIGN.

## SET THE SCOPE CAREFULLY



# AGENDA

TIME

1 DAY

**SESSION I**

**Ice Breaking - Picaso**

Introduction to Design Thinking & Innovation

Growth Mindset

The Idea & Diversity in the New Normal

**Empathy (Board-Game Session)**

Case Study I

Focus Group (Interview I)

**SESSION II**

**Define (Board-Game Session)**

5W1H

How Might We...

**SESSION III**

**Ideate: Tools for Generating Ideas**

Asking the Expert

Case Study II

PPCO

Ideate (Board-Game Session)

Idea Shopping (Interview II)

Visual Connection

Idea Selection

**SESSION IV**

**Prototype (Board-Game Session)**

Idea Development

Reflection Idea

**SESSION V**

**Test**

Presentation

Winner Announcement

## CONTACT US



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