DESIGN THINKING WORKSHOP
The Power for Business Innovation
Context

Thinking differently to search for novel alternatives; uncover innovation opportunities; and embrace an experimental attitude to iteratively discover what is truly useful, feasible and viable represents the core of what design thinking is all about. Design thinking is considered a problem-solving strategy that encourages use of imagination, intuition and systemic reasoning to explore new possibilities for solutions or even to initiate something new. By focusing on listening, whole-brain thinking, collaboration, and experimentation, design thinking can be applied in any field from real estate and urban planning to healthcare as well as across function areas from human resource management to supply chain management.

Recently, with the current fast-paced and ever-changing business environment, many organizations find it very difficult to change their strategies or business models to enhance their offerings, productivity and profitability. Enter design thinking. Design thinking can help leaders reframe key strategic challenges facing their organizations and essentially change how they think about strategy. Emphasizing the whole-brain model, this approach enables leaders to boost individual and team thinking strengths, leverage creativity and increase collaboration among team members.

Who Should Attend?

- Executives and managers responsible for handling strategic challenges at their organizations
- Team members who want to collaborate on design thinking to learn how to tackle a challenge or expand benefits from an opportunity in their organizations

Topics Covered

- Understanding basics of design thinking to enhance an organization’s performance
- Exploring a structured design thinking process
- Global success stories
- Practice project

Location: Oriental Hall, Tahrir Square
Date: Saturday, March 30, 2019
Duration: 12:00 pm - 03:00 pm
## Workshop Agenda

<table>
<thead>
<tr>
<th>Activity</th>
<th>Tool</th>
<th>Timing</th>
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<tbody>
<tr>
<td>• Introductions</td>
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<tr>
<td>• What is design thinking? (an overview of the entire process)</td>
<td>Discussions</td>
<td>First part of the workshop (An hour and a half)</td>
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<td>• The necessary mindset and values</td>
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<td>• Examples of tools (to encourage collaboration, build teamwork and capture insights)</td>
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<td>• Real world cases of design thinking and its outcomes</td>
<td>Case studies</td>
<td>Second part of the workshop (An hour and a half)</td>
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<td>• Fast forward project (The opportunity to learn by doing in an actual design-thinking project)</td>
<td>Group activity</td>
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<td>• General debriefing</td>
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### Bahia Shehab

**Associate Professor of Design and Founder of Graphic Design Program, The American University in Cairo**

Bahia Shehab is an artist, designer and art historian. She is associate professor of design and founder of the graphic design program at The American University in Cairo where she has developed a full design curriculum mainly focused on visual culture of the Arab world. She has taught over fifteen courses on the topic. She is also the co-founder of AUC’s DX-Lab; a space that advocates and supports interdisciplinary design and innovation practices with different governmental and private entities in Egypt and the region. Her work has received a number of international recognitions and awards; TED fellowship (2012) and TED Senior fellowship (2016), BBC 100 Women list (2013), The American University in Beirut distinguished alumna (2015), and a Prince Claus Award (2016) among others. Her publications include "A Thousand Times NO: The Visual History of Lam-Alif," She is the first Arab woman to receive the UNESCO-Sharjah Prize for Arab Culture (2016).