



Where you
innovate, how you
innovate, and what
you innovate are
design problems.

- TIM BROWN

Catalogue of Offerings

**Immerse your
Company in the World
of Design Thinking**

QGLUE
A QAI Promoted Venture

THERE ARE MANY WAYS
TO APPROACH AND SOLVE
PROBLEMS

WE WILL
EXPERIENCE THE

DESIGN

LED

WAY

WHAT IS THE DESIGN LED WAY?

IT IS AN APPROACH FOR FINDING CREATIVE SOLUTIONS TO TOUGH BUSINESS CHALLENGES AND REQUIRES USER CENTRICITY AND MULTI DISCIPLINARY SKILLS.

, AND INNOVATION

IT'S A MINDSET

About QAI

Founded by William Perry, USA in 1980, QAI is a transnational consulting company facilitating quality and process improvement in organizations worldwide. With presence in 30 countries and 700 successful client journeys, QAI has evangelized process improvement, operational excellence and quality in India and globally. QAI has trained 180,000 professionals and certified over 40,000 people.

30 Years in Existence

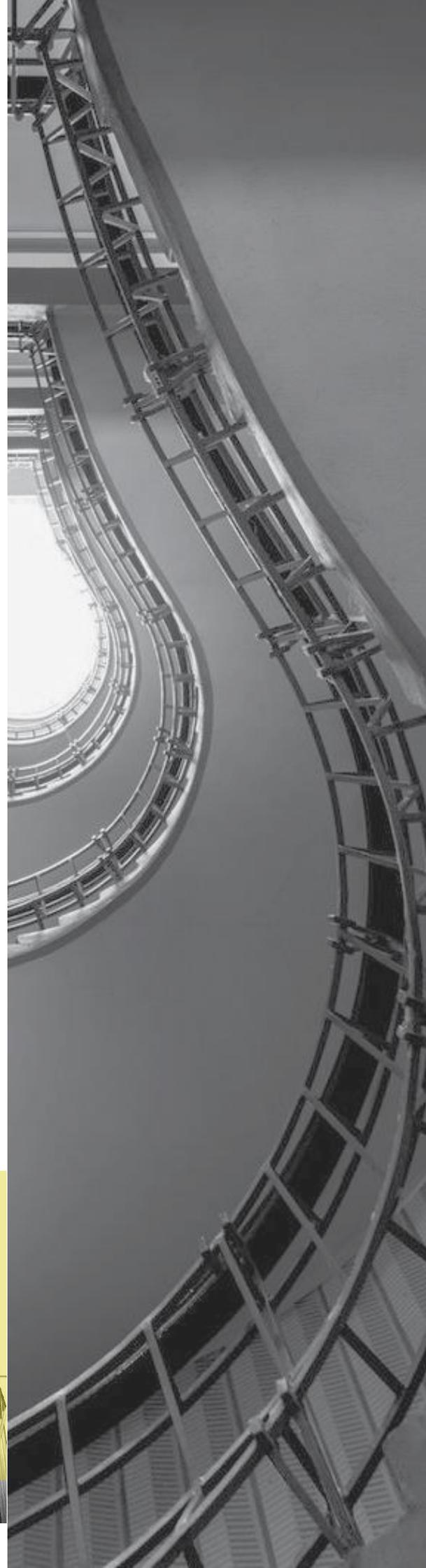
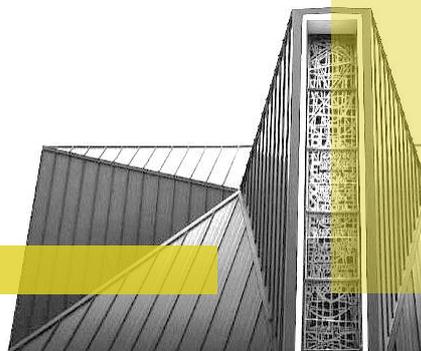
700+ Customer Journeys/ Engagements

1000+ Improvement and Six Sigma Projects

Delivered **1700+** Corporate In-house Trainings in more than **15+** Countries

About QGLUE

QGLUE is the design and innovation arm of QAI. It brings a unique Design and Innovation led human-centred approach to building products, services and businesses – making future living better with happier people. QGLUE equips people to solve wicked problems by helping them reach a solution that is not just right, but also desirable.



PARTIAL LIST OF ORGANISATIONS THAT ENAGAGED WITH QGLUE FOR DESIGN LED INNOVATION

 Microsoft	 SBI card	McKinsey&Company		
 kotak life	Cognizant	 First American	 Mercedes-Benz	
 TATA COMMUNICATIONS	 amdocs	 ADITYA BIRLA GROUP		 DSCI PROMOTING DATA PROTECTION A NASSCOM® Initiative
 vodafone	 airtel	 Mahindra		
	 WIPRO Applying Thought	 TITAN COMPANY		 accenture High performance. Delivered.

TABLE OF CONTENTS

Training	Mode of Delivery
Certificate Program in Design Thinking	Inhouse + Live Virtual
Problem Framing Workout	Inhouse + Live Virtual
Design Sprint Master Certification	Inhouse
Service Design Thinking	Inhouse + Live Virtual
Design Thinking : Ideation Phase	Inhouse
Design Thinking for HR	Live Virtual
Innovation for Business	Inhouse
Design Your Business : A Simulation	Inhouse

CERTIFICATE PROGRAM IN DESIGN THINKING

**Two-Day Workshop
and continuous engagement and instruction
for 4-6 weeks thereafter**

01 WORKSHOP OVERVIEW

This two-day virtual/inhouse instructor led workshop delves into the fundamentals of the Design Thinking approach by immersion in collaborative exercises, dynamic discussions, relevant readings, and quizzes. You will experience the power of Design Thinking concepts to create a path to innovation, unveil new possibilities, and make a greater contribution to your organization's future success.

Topics covered include fundamental principles of Design Thinking, the Design Thinking process steps, and awareness of some of the tools used in Design Thinking.

Design Thinking helps solve wicked problems and is the best tool to handle ambiguous situations.

03 WORKSHOP CURRICULUM

DAY ONE

Importance of Design and What is Design thinking

Importance of design in today's economy; Design Thinking principles; What is meant by an "experience"

Writing the Problem Statement

Techniques to identify and write the right problem statement

Understanding Stakeholders and Users

Business goals and priorities, Vision Statement; Techniques to understand behavior of consumers

Personas, Empathy Maps

Deriving insights, Segmentation, and Techniques to create persona and empathy of Users

02 WORKSHOP TAKEAWAYS

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end to end human centered framework.
- Create a culture of design and empathy in your organization
- Unlock value of trapped innovation opportunities in your organization.
- Align various stakeholders and leaders towards a single purpose
- Create real business impact over sustained periods of time
- Understand how Design Thinking can come to life in a distributed working scenario

DAY TWO

Current Scenarios to Identify Pain Points

Current Journeys of personas and prioritization of focus areas

Ideation and Voting

Ideation and Storyboarding tools and techniques

Deriving Goals from Ideas

Identify Business goals through prioritization techniques

Prototyping

The goals of prototyping; Designing prototypes

Pitch

Present your final concept to the group

This is followed by D.Learn , a post workshop project for applying learnings to a real world scenario.

CONTINUED...

04 POST WORKSHOP PROJECT : D LEARN



Learning Toolkit

Every participant who signs up for D.Learn receives a Toolkit. It has been designed such that all Design Tools are handy and can be straight taken out from the Kit to be used as Templates.



Design Coach Support

D.Learn has Design phases of 2 weeks. At the beginning of each phase you will have a 1-1 call with a Design Coach from QGLUE to help you realise your design path in each phase.



Peer Podium

QGLUE organises design meetups to ensure peer learning and creating a community where everyone can share their design journey to learn from each other.



Design Story Day

We celebrate your journey and close D.Learn with a celebratory event called Design Story Day where we encourage you to propose your solution of the case you were working through D.Learn to QGLUE Community and peers.

Immerse your company in the World of Design Thinking.

Receive QAI | QGLUE Certificate on successful completion.

PROBLEM FRAMING WORKOUT

1/2 day Live Virtual Workout
OR 1 day Inhouse Program

01 WORKSHOP OVERVIEW

We typically find that nearly half of all corporate innovation journeys fail due to non-alignment of the initiative to a broader strategic objectives and a clear difficulty in articulation of measurable business outcomes. The basic questions strategic leaders are grappling with is which business challenges are to be addressed using a corporate innovation drive and which are the ones that should pass through a normal strategic approach

Problem Framing is a workout that involves the main stakeholders, typically executive level and business level decision makers.

03 WORKSHOP CURRICULUM

Phase 1- Problem perception mapping

- Discovering challenge space using problem perception mapping technique
- Identification of focus challenge areas
- Selection of a challenge space
- Recording of findings in a problem framing canvas

Phase 2- Contextualise the challenge

- Retrospect on what we have tried earlier to address the challenge
- The difficulties faced and reasons
- Determining the critical success factors to measure impact of innovation
- Recording of findings in a problem framing canvas

02 WORKSHOP TAKEAWAYS

- A defined Design Innovation challenge - by looking at the entire context of the business/product/ service strategy and linking it to overarching business goals/metrics and actual customer problems.
- Detecting which specific business challenges are to be funnelled into a corporate innovation journey
- Get stakeholder buy-in and alignment. Since the challenge is connected to business objectives the stakeholders are directly accountable for, their support to run the innovation journey is assured

Phase 3- Justify the Business and Stakeholder Need

- Defining the goal to be achieved and the measure of success
- What the risks and sabotages that can happen and what we can do to stop it
- Identification of critical stakeholders and their pains and gains
- Empathise on their specific needs in a B2B and Business stakeholder perspective

Phase 4- Statement starters

- Creation of multiple Problem Statements
- Selection of the key challenge to be worked on
- Formulation of the consolidated and finally agreed problem statement in a standard framework.

DESIGN SPRINT MASTER CERTIFICATION

5 day program

01 OVERVIEW

The sprint is a five-day process for answering critical business questions through design, prototyping, and testing ideas with customers. Developed at GV, it's a "greatest hits" of business strategy, innovation, behaviour science, design thinking, and more—packaged into a battle-tested process that any team can use.

Problem Framing

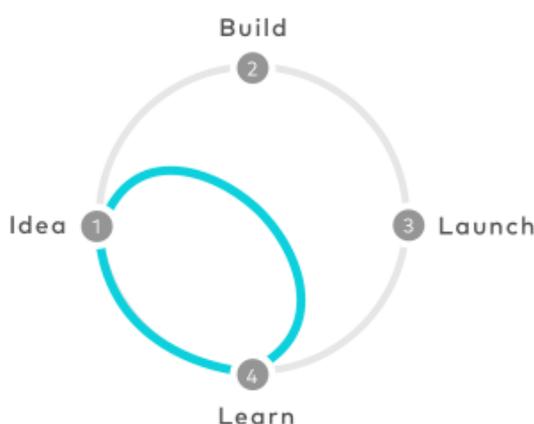
Learn how to frame the right problem before your kick off the sprint

Design Sprint 3.0

Learn by practicing tools & techniques within a Design Sprint to spark an idea

Design Sprint Facilitation

Train the trainer workshop to upgrade your personal facilitation skills and become future masters



02 KEY TAKEAWAYS

The user is king. The entire design sprint process is user centric. It builds products and services based on a solid understanding of the user's wants and needs and asks for feedback and validation directly from them towards the end of the sprint.

Considers all perspectives. Design Sprints gather all important people in one place. This means that there's less of a bureaucratic structure in the organization because the process facilitates cross-team collaboration.

It's efficient and effective. A sprint cuts out all inefficiencies and ineffective discussions. No more dreadful back-to-back meetings that take up your entire day leaving you with little time to get anything done. A five day sprint forces you and your team to focus and work towards something realistic by the end of the week.

Manages your stakeholder expectations. There is clear visibility and alignment from everyone on Day 1. Getting your stakeholders' buy-in early on and throughout the sprint discussions builds trust and respect between all parties.

Learn fast, fail fast. The sprint helps to obtain a clear vision of the goals upfront. It forces you to make critical decisions and solve complex problems fast. This means that you and your team can save months of design, engineering and development costs. The bonus? You'll be able to get your product to market faster because you focused on the right thing.

CONTINUED...

03 PHASES

Phase 1- PROBLEM FRAMING (1 day)

- Learn how to address relevant aspects of a problem
- Identify and capture stakeholders perspectives & assumptions
- Make sense of the customer needs, perceptions & expectations
- Engage your team towards a common purpose

**Receive QAI | QGLUE
Certificate on successful
completion.**

Phase 2- DESIGN SPRINT 3.0 (2 days)

- Understand Customers Needs, outline & map their journey
- Work with constraints to spark ideas & rally a team to get the most out of the combined team expertise
- Sketch innovative solutions in no time
- Create a MVP
- Test with real customers

Phase 3- DESIGN SPRINT FACILITATION (2 days)

- Learn the Design Sprint ground rules & mind-sets
- Gain the ability to deal with disruptors : Prevention & Intervention
- Manage conflicts & difficult group dynamics
- Become self aware of your personal strengths & weaknesses
- Confidently run a Design Sprint

When the organizational structure of the business is a barrier – sprints can foster collaboration across the business and bring different groups together

- Alan Colville

SERVICE DESIGN THINKING

Two-Day Workshop

01 Workshop Overview

Service design is the activity of planning and organising people, infrastructure, communication and material components of a service in order to improve its quality and the interaction between service provider and customers. The purpose of service design methodologies is to design according to the needs of customers or participants, so that the service is user-friendly, competitive and relevant to the customers.

While Design Thinking is about innovating and solving business problems, Service Design is about applying design thinking and design methodologies into providing services.

02 Workshop Takeaways

- Emerging decision makers build their expertise in this workshop with specific design tools and methods as well as understand the end-to-end human-centered framework.
- Uncover opportunities and hidden potential in your organization
- Learn the framework that helps build digital ecosystems
- Align various stakeholders and leaders towards a single purpose
- Create real business impact over sustained periods of time
- Create a culture of design and empathy in your organization
- Understand tools and techniques that are shaping the world today

03 Workshop Curriculum

Introduction To Design Thinking for Services

Importance of service design in today's economy and principles of service design.

Writing the Problem Statement

Technique to identify and write the right problem statement

Understanding Stakeholders and Users

Business Goals and priorities, Vision Statement; to understand digital behaviour of consumers

Personas, Empathy Maps

Deriving Insights, Segmentation, and Techniques to create Persona and Empathy of Users

Current Scenarios to Identify Pain Points

Current Journeys of personas and prioritization of focus areas

Ideation and Prioritization

Ideation tools and techniques

Future Scenarios and Moments of Max Impact

Visualize the future state and prioritize the "moments"

Prototyping

The goals of prototyping; Designing Prototypes

Human-centered design is a philosophy, not a precise set of methods, but one that assumes that innovation should start by getting close to users and observing their activities.

- Donald A. Norman

DESIGN THINKING: IDEATION PHASE

Two-Day Workshop

01 Workshop Overview

What is Ideation - Ideation is a process to challenge assumptions and create ideas for innovative solutions.

Stronger ideas generated in the Ideation phase would mean translating the entire Design Thinking – Discover and Design phase-findings into tangible results. But are the current Ideation tools capable of leveraging the strengths of Design Thinking? Or are we again falling into the same mind trap using another methodology? The current approaches to idea generation revolve around using tools and techniques like -

- Brainstorming
- Sketch storming
- Mind mapping
- Storyboarding
- Role playing
- Game storming
- SCAMPER
- Creative pauses and
- Co – creation workshops

02 Why Building and Using Innovation Skills

- We are increasingly asked “to think out of the box” – but lack guidance or the methodology to do so.
- Traditional approaches like focused brainstorming helps us create many ideas but few actually solve the problem
- Innovation is a skill that can be learned and developed through practice
- It helps us to identify contradictions in problems faced and use a systems thinking approach to understand the interlinkages
- Helps us to discover solutions very close to ideality that is also practical and easy to deploy

Many of these problem solving tools have been used for decades for generating ideas. They are appropriate to generate multiple solutions, but how do you generate stronger solutions as close to the ideal one that enhances customer experience at the lowest cost and is innovative? Many of these above tools are not capable of triggering creative inspiration and increasing the speed of idea generation. Researchers have identified that they lack the ability to help individuals and teams build skills to overcome mental inertial.

A search for a robust and analytical tool ends at Innovation using TRIZ. It provides a potent blend of creativity and analytical approaches to get closer to ideality in solution thinking. A

very good starting point is provided while creating the current Service Blueprint and the definition of the HMW - How Might We statements.

TRIZ Innovation focusses on understanding and formulating the contradictions at the core of the current Service Blueprint. Having understood this as a chain of contradictions we can use the time tested inventive principles to create and discover innovative, implementable solutions.

03 Workshop Benefits

- Leverage Design thinking approach to generate stronger solutions
- Help participants to conduct Ideality thinking and problem solving
- Learn techniques on identifying and formulating a conflict
- Use Basic TRIZ Innovation tools to identify solutions and evaluate them

CONTINUED...

04 WORKSHOP CURRICULUM

DAY ONE

- Design Thinking and Ideation Phase
- How TRIZ helps in Innovation and Problem Solving
- Multi-Screen Diagram
- Ideality and Resource Thinking
- Understanding Current Situation using ISQ
- Discovering Contradictions
- RCA+- Root Conflict Analysis

DAY TWO

- RCA+ Continued
- 40 Inventive Principles for Business
- Contradiction Matrix for Business
- Evaluation and Selection of Ideas using MCDM
- Introduction to the Case Study and Expected Outcomes
- Design Prototyping

Ideation is about shared invention. Attaching a single person to a single idea hinders collaboration and greatness.

- Brendan Boyle



DESIGN THINKING: FOR HR

1/2 day Workouts

01 Workshop Overview

Design Thinking for HR is about reinventing workplaces. That's why HR professionals need to start thinking like "What does a great employee experience look like from end to end?" and to be able to create that employee experience, they need to build the competency of Design Thinking

02 Solve for

A. Enhancing Employee Experiences

This is a **virtual instructor led** workout for HR managers who are keen to innovate in HR by enhancing employee experience at workplace.

- Empathizing with employees.
- Key insights on challenges employees are facing rather than just asking them.
- An ideal "To Be State" and what specific actions need to be designed.
- Prioritization of key ideas and solutions developed during the workshop.

B. Transforming Recruitment and Onboarding Experiences

This is a **virtual instructor led** workout for Talent Acquisition managers who are keen to transform recruitment function to able to source the right talent at the right time for their organization.

- Innovative Ideas to improve the recruitment experience.
- Innovative ideas to develop employee skills and capabilities.
- Quick prototypes and visual representation of innovative solutions.

In order to build a rewarding employee experience, you need to understand what matters most to your people.

- Julie Bevacqua

Nothing we do is more important than hiring people. At the end of the day, you bet on people, not strategies.

- Lawrence Bossidy

INNOVATION FOR BUSINESS

Two-Day Workshop

01 Workshop Overview

- The 2 day workshop focusses on learning TRIZ skills to solve business problems and is aimed at senior organisation members who have ability to initiate and nurture change in their organisation.
- Program object is to equip participants with skills to solve business problems innovatively and go with solutions at the end of the session.
- It is necessary that all team members either individually or in groups of three identify a business problem to be investigated and resolved using the innovation principles.
- Basic Innovation tools and methodologies will be learnt using case studies and exercises and then deployed by the teams.
- The candidates attending the program will get a participation certificate after submitting a response to the case that is assigned during the program.

03 USPs of the Program

- Focused on application of Basic TRIZ Innovation to Business environment only.
- Case studies and examples are related to the organization processes and business so that participants can easily relate to.
- Structured process to drive innovation to solve problems is elaborated which is time tested across organizations globally.
- One month guidance support post completion of the program for completion of the case study shared.
- QAI will issue certificates to participants who are able to work on the selected case successfully

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04 Program Benefits

- Help participants to conduct Ideality thinking and problem solving
- Learn techniques on identifying and formulating a conflict
- Use Basic TRIZ Innovation tools to identify solutions and evaluate them

CONTINUED...

05 WORKSHOP CURRICULUM

DAY ONE

- Introduction to Business Innovation
- How TRIZ helps in Innovation and Problem Solving
- 9 Window Diagram or Multi Screen Diagram
- Ideality and Ideal solutions
- Resource Thinking
- Perception Mapping
- Understanding Current Situation
- Contradictions
- RCA+

DAY TWO

- RCA+ continued
- 40 Inventive Principles for Business
- Contradiction Matrix for Business
- Evaluation and Selection of ideas
- Introduction to the Case Study and Expected Outcomes

The designer does not begin with some preconceived idea. Rather, the idea is the result of careful study and observation, and the design a product of that idea.

- Paul Rand

DESIGN YOUR BUSINESS: A SIMULATION

Duration: 150 minutes

“What can we create today that will be essential tomorrow?”

QGLUE in collaboration with world renowned Design Thinkers Academy, brings to you a unique simulation which shows participants tools and methods to align organizational and business models, culture and propositions with customer values and goals.

Simulation Overview

The simulation is based on combining the fundamentals of Design Thinking methodology and Business Model Canvas. It is a fun, high energy way to learn about the power of Design Thinking and Co-creation and integrating it to design a new venture.



CONTINUED...

Grouped in teams, participants compete through 9-stages.

Participants start off by putting down company values, defining unit economics and every participant receives a role that defines their function in the venture journey. The team is divided into the business side (Organisation) and the consumer side (end-user).

Each team gets to choose a challenge, after understanding the values and purpose the team members share. The teams choose the challenges, and then start solving and innovating towards that. Facilitators are present throughout the process to help guide the teams and answer any queries.

The teams then prototype a Minimum Viable Product (MVP) that innovates and solves for a real world need. The teams then pitch their MVP and business to everyone, with one clear winner announced at the end.

The simulation is concluded with a debrief by the facilitators.

The simulation is based on combining the fundamentals of the Design Thinking methodology and Business Model Canvas. It's a great way to learn about the power of Design Thinking and Co-creation and integrate it to design a venture.

The Design Thinking Simulation at Stanford D. School



QGLUE's VIRTUAL FACILITATION

1. VIRTUAL COLLABORATIVE CLASSES

- Use of state of the art virtual collaboration tools like Mural / Zoom
- Teams can use Mural to brainstorm, evaluate ideas and prepare storyboard with the coach guidance using inbuilt templates & sticky notes
- Organize and share ideas with others



Digital workspace for collaboration with in-built tools, templates



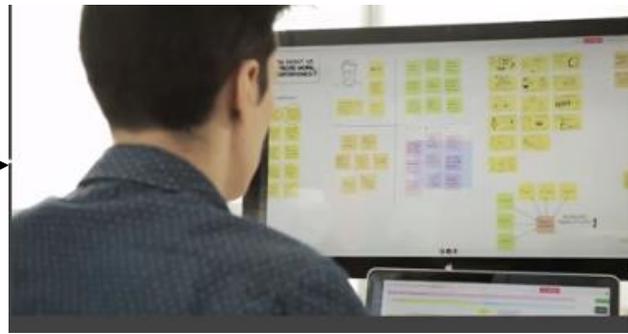
Remote conferencing for online meetings/workshops



On-demand, digital platform for continual learning with resources to teams apply their new skills

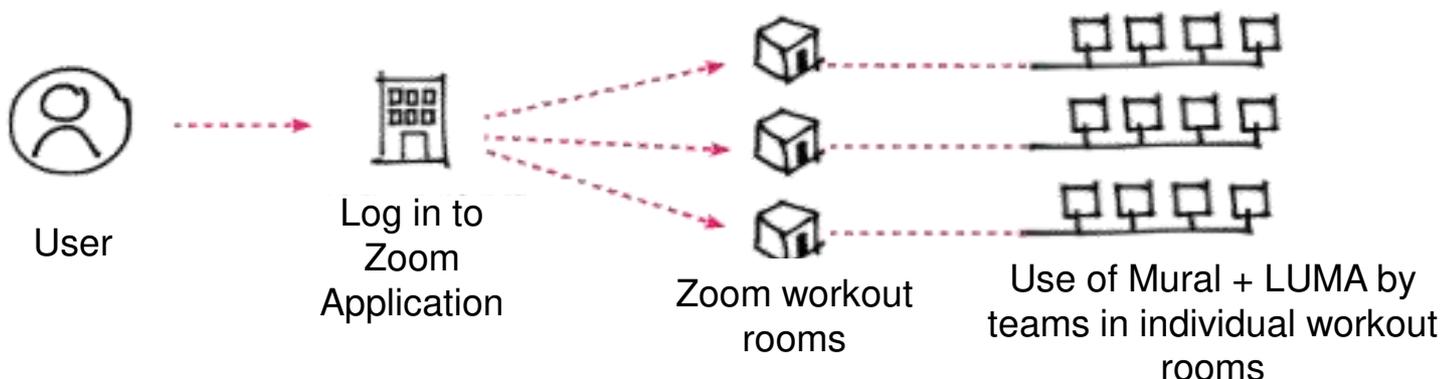


From onsite collaboration



To virtual collaboration

2. FACILITATION

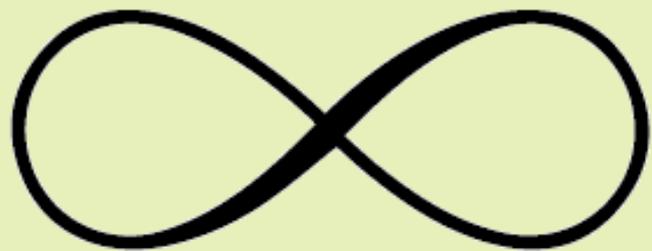


HAS IT WORKED BEFORE?

YES! MOST OFTEN,
AND SOMETIMES IT FAILS.

BUT,
WHO'S COUNTING?
AREN'T THE QUANTUM
BREAKTHROUGHS WORTH
THE MANY ATTEMPTS,
THE MANY FAILURES?

RE THINK
RE IMAGINE
RE VALIDATE
RE BUILD
RE DO
RE IDEATE
RE CREATE



THANK YOU

Website: www.q-glue.com

Email: customer_relations@q-glue.com

Phone: +91-11-47776666