



Think | Design | Lead

Design Thinking: Design Meets Strategy

31 March - 1 April 2026



Overview

In today's fast paced business world, design thinking isn't just a creative buzzword it's a proven strategy to drive innovation and create real business value. This immersive program bridges Design Thinking and Strategic Innovation, empowering professionals to solve complex problems, develop breakthrough ideas, and embed innovation in their organizational DNA.

Whether you're improving a process, building a product, or reimagining your business model, this hands on experience will equip you with tools to lead with empathy, prototype with agility, and strategize with impact.

Why This Program?

Strategic innovation doesn't happen by chance it's the result of a structured, human centered approach. This program combines the **creative power of design thinking** with the **discipline of corporate strategy**, helping you embed innovation in daily operations and long-term planning.

Learning Outcomes

- Drive strategic innovation using design thinking frameworks
- Align human-centered design with corporate strategy
- Apply tools like empathy maps, MVPs, and journey maps
- Lead ideation, testing, and iteration within teams
- Create scalable, impactful business solutions



Learning Methodology

- **Experiential Learning:** Practice design thinking through real-time exercises
- **Case Studies:** Learn from global innovation successes and failures
- **Hands-On Tools:** Empathy mapping, prototyping, ideation frameworks
- **Video & Multimedia:** Engage with examples of design in action
- **Group Projects:** Collaborate on problem solving challenges tailored to your context

Program Outline

Day 1: Foundations of Design Thinking Innovation Culture

- Innovation, Organization, and Design
- Design Thinking as Organizational Culture
- Introduction to Design Thinking & Corporate Strategy
- Competence and Character-Driven Leadership
- Design Thinking Meets Strategic Innovation

Day 2: Tools, Prototyping & Strategic Application

- The Design Strategy Framework
- Human Centered Visualization Tools:
 - Empathy Maps
 - Persona Development
 - Journey Mapping
 - Mind Mapping
- Understanding Prototyping & MVPs
- Feedback Loop: Testing, Iteration, and Ideation
- Design Strategy for Product and Process Innovation
- Embedding Design Thinking into Corporate Strategy

Who Should Attend

Professionals across industries seeking to apply innovation strategically, including:

- CXOs, Corporate Leaders & Executives
- Strategy & Innovation Professionals
- Product Managers, UX/UI Designers
- HR, Marketing & Brand Managers
- Engineers, R&D, and Technical Experts
- Entrepreneurs, Startups & Consultants
- Academicians, Educators & Researchers

Program Format

Duration:
2 Days | In-Person

Location:
KSBL Campus, Karachi

Program fee:
115,000/- PKR

Includes:
Refreshments & Lunch on both days
Program materials, resources & Certificate

KSBL reserves the right to make changes in the program, policies, dates, and fee at any time.



Lead Facilitator



Dr. Hanif Mohammed

Strategic Advisor | Executive Coach | Leadership | Development Expert

Dr. Hanif Mohammed brings over 30 years of experience guiding senior leadership across sectors to achieve strategic excellence. Having worked with 270+ organizations, his expertise lies at the intersection of strategy, business management, and human capital development. A Korn Ferry certified Executive Coach, Dr. Mohammed has partnered with global firms like Accenture, Korn Ferry, and Hamsley Fraser, and led impactful initiatives for public institutions including the National School of Public Policy. He specializes in strategic transformation, leadership development, and organizational effectiveness. Dr. Mohammed holds a Doctorate in Business Administration (Strategy), an MBA in Leadership & HR, and fellowships from LUMS and McGill University. He has coached CXOs, board members, and senior officials from Shell, Unilever, PSO, and leading financial institutions, as well as public sector leaders from the Police Services and the Election Commission of Pakistan.

Contact Us

Email: execed@ksbl.edu.pk

Contact: 0337-2394394 | 0333-2161255

