



Management Association of Pakistan *Leading Pakistan Series:*



“Design thinking is a human-centered approach to innovation that draws from the designer’s toolkit to integrate the needs of people, the possibilities of technology, and the requirements for business success.” Tim Brown CEO OF IDEO



SPEAKER’S PROFILE

Furqan Qureshi brings over three decades of ICT industry experience. His career focus has been to transform businesses with effective use of technology, to generate revenue and profits. From his first day at work at IBM to his last job as Chief Commercial Officer at PTCL, he has garnered the respect of his colleagues, who appreciate his contribution to business, ICT industry and community. An individual with a vision, a prolific speaker in disciplines as diverse as soft skills to digital transformation, he chose to give back what he has learnt and stepped forward in disciplines of Thought Leadership, Coaching & Mentoring, Consulting & Training and Start-Ups. He is an individual with wealth of experience in business and technology, demonstrated leadership, and possesses a strong penchant for intellectual curiosity. He has achieved certification in Design Thinking from MIT. He has developed a penchant for Artificial Intelligence + Machine Learning, Data Science, IoT and other developing technologies while keenly following Singularity and Futurism.



WHAT WILL YOU LEARN

- What is Design Thinking?
- Empathize & Define
 - Ideate
 - Prototype
 - Pitch & Justify
- Who needs Design Thinking?



WHO SHOULD ATTEND

Anyone and everyone who needs to solve problems. The outcome can be an innovation - a product or a service. From the employee who joined yesterday and all the way up to the CEO, all must attend. Design Thinking is about Value-Creation for business, culture and future of your company and your career.



WHEN & WHERE?

26th December, 2017
4:30 p.m to 6:30 p.m
Venue: Marriott Hotel, Karachi.

Registration Details: Member Fee: 700 | Non Member: 1000 | Student Member: 500

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