



Management Association of Pakistan

DESIGN THINKING for HR

A Workshop by Furqan Qureshi

26th & 27th March 2019 | 10.00 am - 4.30 pm
Royal Rodale Club



Overview

Today's organizations are experiencing unprecedented change. These changes are continuously increasing the pressure on HR teams; challenging them to attract, engage, retain, reward and sustain employee happiness. Design Thinking is a mindset and framework that puts the user (i.e. the employee) at the center of every problem, idea and decision. It's a mindset, a skillset and a toolset that when embedded effectively in an organization delivers a consistent, creative and genuinely employee-led response to challenges. It is the starting point for Innovation in HR.

Design Thinking focusses on understanding the root cause of problems from the perspective of those who face them. It delves deeply into challenges and then uses fast, efficient and fun methods for developing, testing and introducing powerful solutions. Being human centered, Design Thinking encourages collaboration and co-design, which in a workplace environment promotes buy-in and engagement around new ventures and changes. Design Thinking creates value for employees and the organization.

Workshop Methodology

At the workshop participants from HR function, indulge in discovering solutions to HR problems and issues working as a team using the Design Thinking process of Empathy, Define, Ideate, Prototype and Test. Participants work in teams by selecting a Problem to Solve (called the Design Challenge). They use tools and techniques like Empathy Mapping, Employee Journey Mapping, Reframing the Problem by defining the Impact, and Ideation to finally develop the Prototype of their solution for their Design Challenge. The Design Challenge may be selected from recruitment, performance management, employee engagement, compensation and benefits, HR strategy, or any other HR relevant subject. This is a highly interactive Learn-by-Doing workshop where participants spend more than 70% of their time, from framing the problem to developing the solution for their Design Challenge. At the end of the Workshop the participants carry the work accomplished, back to their workplace and test their solution specific to their organization.



Facilitator'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.

Learning Outcomes

- Understand the process of Design Thinking
- Understand the tools and techniques used in Design Thinking
- Developing empathy at the workplace and with employees
- Developing Insights to identify HR services for employees using Employee Journey Mapping
- Apply tools to Frame / Reframe problems and Ideate solutions for enhancing employee experience
- Apply Design Thinking at work to innovatively and co-create, HR outcomes and services, with employees
- Learn and apply the value of design and how to use it for organizational change

Who Should Attend

HR Professionals, HR Managers and CHROs

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Management Association of Pakistan

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PROGRAM INVESTMENT

Registration Fee

MAP Institutional Members Rs. 32,000/-

MAP Individual Members Rs. 24,000/-

Non-Members Rs. 36,000/-

*Includes: MAP Certificate, Printed Course Material, Lunch & Tea.

*Half of the above Fee for One Day Attendance

Registration:

Registration to be confirmed only on receipt of cheque in advance

- Cancellations or substitute nominees acceptable up to 48 hours prior to the event.
- Early bird discount can only be availed if payment is made before the day of event. Otherwise, invoice will be reissued at Standard Fee.
- Please complete the Registration Form attached here to along with a crossed cheque for the applicable fee, in favor of Management Association of Pakistan, to be sent to MAP's address given below:

For Direct Transfer:

- Acct Title : Management Association of Pakistan
- Bank Name : MCB Bank Limited
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