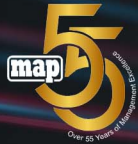


# MAP VIRTUAL SERIES



Management Association of Pakistan

## RE IMAGINING BUSINESS WITH DESIGN THINKING

by Javid Ahmed 

Thursday, 9<sup>th</sup> September 2021

at 11:00 a.m - 12:55 p.m

Venue: Zoom Meeting Room

To register please click:

[bit.ly/3Ce0bip](https://bit.ly/3Ce0bip)



DESIGN  
THINKING



### FACILITATOR'S PROFILE: JAVAID AHMED

Javid Ahmed is Sr. Fellow Strategy and Innovation and has been Chairperson of the departments of Marketing and Management-HRD at CBM from 2003 to 2015.

He is a (IFC) Certified Board Director, FCMI-Fellow of the Chartered Management Institute (UK), FCIM-Fellow of the Chartered Institute of Marketing (UK), Member of Mensa and a UK Chartered Engineer.

He has a MBA with Distinction from Lancaster University Management School where his empirical research was awarded 1st prize by the now Chartered Management Institute, and a BSc Engineering from King's College, London. He brings to academia over 28 years of a successful top management career with the multinational health care industry including over a decade in Switzerland, Malaysia and the Philippines.

He is the recipient of the 2013 Faculty Excellence Award of the International Association of Universities Presidents and has served on the Jury of the Prime Ministers' Corporate Award of Excellence. By invitation he was admitted to the Academic Union, Oxford in 2016.

### PROGRAMME OUTLINE

#### DISCUSSION ON DISCOVERY- INVENTION- INNOVATION

- Which is what

#### DESIGN THINKING

- The 5 stages of design thinking

#### RE IMAGINING BUSINESS




- Translating design thinking into value innovation and new market creation
- The 7 steps

#### REVISIT AND RE DESIGN YOUR PERSONAL LEADERSHIP STYLE

- From your As-Is to your To-Be Leadership style that brings a leap in engagement of your people.

📞 Ushna Nehal: 0335-2186128 | Zohra Kirani: 0341-3547143 | 021-35172431-3

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