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==Learn innovative problem-solving skills==
with
Systematic thinking frameworks
How to Overcome <u>Cognitive Fixedness</u> with Design Thinking

==*(One-day program)*==

Skills you will develop:
- How to think of customer or employer needs and contribute productively
- Gain a deep understanding of customers of your business or your employers
- Exhibit leadership skills through critical thinking
- Learn about brainstorming & open-ended (divergent thinking) through structured deliberations & well tested frameworks
- Practice observation skills & discover stakeholder needs (explicit vs latent)
- Develop patterns & insights for solutions (by practicing convergent thinking)

Key Takeaways:

- ✓ Build a sense of purpose for your contribution (to your employer)
- ✓ Inspire yourself & others to make a difference
- ✓ Cultivate wisdom & humility for problem solving
- ✓ Create a mindset of empathy and trust towards others
- ✓ Practice open-mindedness and a constant desire to learn

Cognitive fixedness <u>prevents</u> us from solving pertinent problems.

With observation skills one can look at pain points in and around oneself, and needs anchored around people (future employers or customers) who feel the pain. Some of them may be explicit or in most cases they are latent. People do not even see these and hence don't seek any solutions for them. The role plays lead to dig deep to find those latent needs and lead their team to seek ideas that can address those needs.

These needs must be articulated enough so that they lead to profound insights. But there are bottlenecks: think of you trying to <u>solve puzzles or word games</u> where often you could get stuck!

The <u>training enables</u> breaking cognitive fixedness with the use of observation & known frameworks to break down problems and find solutions in a fun-filled environment!

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Example: Examine how Parker hotels are targeting a said demographic for their new hotel & resort.

The process enables organizing observations in a deeper and more thoughtful way using LAT, AEIOU & other frameworks.

LAT - Look Ask Try: General Observations (from multiple interviews, website reviews & other travel-related sources)

AEIOU research framework: Created by Rick Robinson, Julie Bellanca, and other members of the Doblin Group in 1991, The AEIOU framework presents several ways of coding the observations collected during user research: activities, environments, interactions, objects, and users.

Introduce other ideation frameworks:
SIT tools (Systematic inventive thinking), **IDEO** tools & **Concept Poster**

Speaker Bio:

Satish Mantripragada, MBA
Business & Innovation Consultant,
Intuitive Inventions LLC

Satish is an accomplished business executive with 30+ years engineering and management experience in the Computer Information systems and Communications fields. As an effective business & marketing strategist with extensive experience in both U.S. national and international arenas, he now coaches' SMEs in the areas of process of ideation, strategy, directional growth, and general product management strategies including technology-enabled solutions development. He holds an MBA from Rivier University, Nashua, NH and completed the executive program on entrepreneurship, design thinking & product innovation from the Harvard Business School (HBS), Cambridge, MA.

Currently, he offers fractional CXO services through Intuitive Inventions Group & coaching services at VelocityTX, Geekdom & other incubators.