



**TRACER WORLD**  
YOUR SUCCESS PARTNER

# Design Thinking And Business Model Innovation

Inspire, ideate, and implement for  
successful product launches

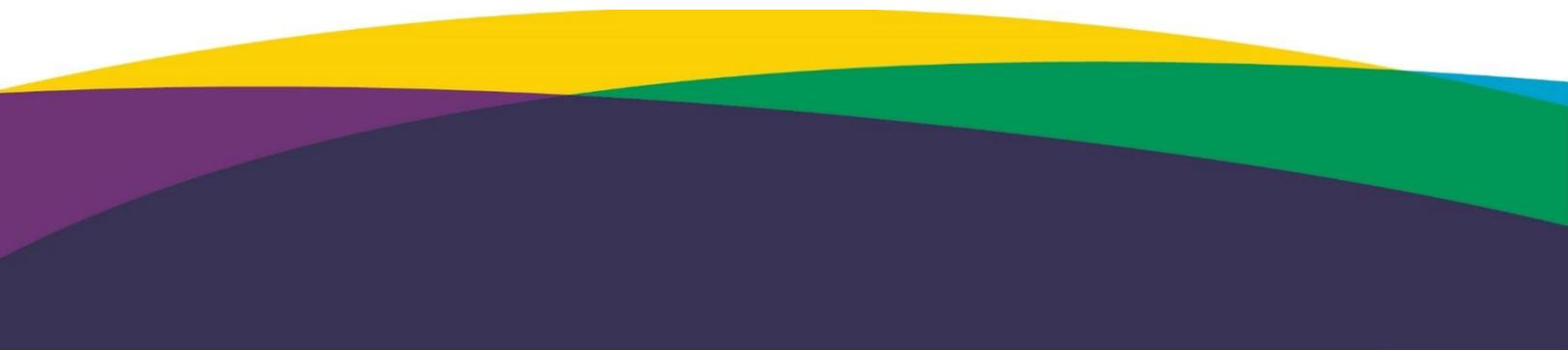


# Overview

Design thinking is a proven and repeatable human-centered approach to new product design and development. It is considered an essential skill needed by professionals involved in product marketing and business development in the 21st century. This level of clarity in thinking is critical since new products' failure rate has been claimed to range from 40% to 80%. This current reality means that customers do not want close to half of the new product launches. Design thinking allows you to use tools and principles to figure out your customers' needs and test and validate your assumptions rigorously before spending a lot of time and money in R&D and product and business development. It combines critical and creative thinking that facilitates information and ideas to be organized, decisions to be made, improved problem situations, and knowledge. It is a mindset focused on finding solutions that are fit for customer problems and pain points.

The business model canvas, created by Alexander Osterwalder, is a great tool and methodology to help business leaders understand their business model in a simple and well-thought-out manner. Using the business model canvas will generate insights about the profile of customers and segments you serve, what value propositions are offered to them, through which channels, and how your company generate profit based on the organizations cost structure and revenue generation model.

The course will guide you through the three phases of Design Thinking: Inspire, Ideate, and Implement with theory and practical exercises. Participants will learn how to implement Design Thinking in developing new products or services to solve customer problems and build something someone wants. They will learn how to apply design thinking in the product-market fit phase in the company's new product development processes, including customer needs analysis, quick market research, and rapid prototyping. This will then be followed by organizing insights using the business model canvas.



# Objectives

The course aims to achieve the following key objectives:

- Comprehensive Understanding: Develop an in-depth comprehension of the dynamic cybersecurity landscape, from emerging threats to evolving risks.
- Strategic Risk Management: Acquire skills to identify, assess, and mitigate cyber risks strategically, safeguarding critical assets.
- Effective Incident Response: Craft robust incident response plans to minimize disruptions and ensure swift recovery from cyber incidents.
- Framework Application: Learn to implement and manage cybersecurity frameworks, aligning organizations with industry best practices.
- Empowered Leadership: Elevate leadership capabilities by mastering cybersecurity, fostering a vigilant organizational culture



# Program Learning Content

## Day 1

- Defining the Challenge
- Observations and Research
- Insights
- Opportunity Areas

## Day 2

- Brainstorm
- Epic Statements
- Prototyping

## Day 3

- Experiments
- Insights
- Prototype Plan

## Day 4

- Business Mode Innovation
- Business Model Canvas

## Day 5

- Business Model Innovation
- Planning and visualizing the Business model



## What will you learn

- Design Thinking Framework
- Define the Challenge
- Market Research
- Develop Empathy and Form Insight
- Brainstorm Ideas and Solutions
- Rapid Prototyping

## Key Benefits

- Participants will learn to improve the product, business, and marketing development process by implementing Design
- Thinking principles and how to minimize risk through rapid prototyping.
- Product management professionals can achieve better empathy for customer needs and pain points.
- Adopt new attitudes about new product development and customer problem solving. Participants will learn to improve the product, business, and marketing development process by implementing Design
- Thinking principles and how to minimize risk through rapid prototyping.
- Product management professionals can achieve better empathy for customer needs and pain points.
- Adopt new attitudes about new product development and customer problem solving.

## Who should Attend

The program is recommended to participants involved in marketing, business development, product development, brand management, and enabling functions that can benefit from learning the principles and applications of design thinking in their way of thinking to support the customers.





## Program Faculty

### Edgar D. Flores

Adjunct Faculty  
Asian Institute of Management

Edgar “Ed” Flores is a project manager, coach, consultant, trainer, leader and mentor of continuous improvement for many years in multi-national companies like Mitsumi, Essilor, Pfizer and Shell with project experiences across various industries and functions, including manufacturing, BPO, pharmaceutical, finance, sales, marketing, operations, logistics, HR, IT and procurement.

A practicing Master Black Belt, Ed has been instrumental in the deployment of continuous improvement programs in ESSILOR-OPTODEV manufacturing plants, in Pfizer’s commercial operations offices located in 13 countries across Asia, and in Shell’s finance operations in the Asian region. Apart from being an adjunct professor at the Asian Institute of Management, Ed is also a Lean Trainer at the Philippine Institute of Supply Management and the Founding Managing Consultant of INNOSIGMA Consulting. He is also an external consultant in Lean Six Sigma at the British Standards Institution.

## PROGRAM FEE

**USD 495**

Interested in early bird or group discounts?

Group enrollments offer:

Get 5% off the program fee for group of 3 to 6 pax  
and 10% for group of 7 pax and above

## PROGRAM DELIVERY

This program is delivered through a HYBRID format.

## PROGRAM SCHEDULE

For program dates, please contact Tracer World at [tracerworldinquiry@aim.edu](mailto:tracerworldinquiry@aim.edu)

# Earning a Postgraduate Certificate and Postgraduate Diploma

AIM-SEELL offers Postgraduate Stackable Certificate Courses in various areas of concentration and discipline, which build an individual's qualifications and distinguish their professional value. It enables professionals to develop their proficiency in diverse areas of concentration in a personalized and more manageable manner. By successfully completing SEELL's programs, credentials can be earned over time, stacked towards earning a Postgraduate Certificate in an area of their choice, and ultimately, a Postgraduate Diploma in Management. This leads to more career opportunities, advancement, and potentially high-paying jobs.

## Earning Credentials

Upon completion of the program, the participant will earn one (1) unit, which can be credited to the following:

- Postgraduate Certificate in Strategy Management and Business Leadership.
- Postgraduate Diploma in Management

\*Postgraduate Certificate requires 5 units earned within 2 years

\*Postgraduate Diploma requires 20 units earned within 3 years

For guidance on other eligible programs for Postgraduate Certificates and designing your learning journey with SEELL, please email us at [SEELL@aim.edu](mailto:SEELL@aim.edu) or visit our website at <https://aim.edu/executive-education/>