



DESIGN FOR IMPACT

*Build and launch innovative
products people want.*

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Who should attend

*"I can't seem to come up with a creative idea."
"I don't know how to test my ideas."
"I'm not sure how to differentiate my solution."*

If this sounds familiar, then this course is for you. The program is designed for individuals that aspire to build, design and create innovative products that deliver impact.

Why this course

This course goes beyond teaching theories and discussing abstracts. It is designed based on over four years of research and application by the instructor. Further, Design for Impact covers international, regional and local examples. Case studies will come not only from popular examples like Apple and Google, but also from Zara, Pick, Hellmann's, Unicef and more.

Overview

Design for Impact is a 3-day course that provides attendees with the tools to build and launch innovative products people want. Attendees will better understand how innovating unfolds in foresight and how to find opportunities for differentiation. The course also offers a proven approach to systematically test and validate problems, ideas and solutions.

Key learnings

Design for Impact teaches the mindset and tools to,

- Find problems worth solving
- Test problems, ideas and solutions
- Formulate ideas that solve identified problems
- Prototype and pilot solutions that deliver impact

ZARA



Build and launch innovative products people want.

Outcome

Upon completion of this course, participants will have a more holistic understanding of innovation as a practice. They will be able to mine for opportunities to innovate, break down ideas and deliver impact through their solutions. Participants will get the chance to learn by applying the different frameworks and tools. They will be exposed to a wide range of insights through international, regional, and local case studies. Attendees will walk away with the confidence needed to seek out and implement ideas that deliver impact.

About the instructor

Abdulmohsen helps teams imagine and implement innovative solutions.

Abdulmohsen's notable projects include reimagining Al-Rifai's brand experience and packaging based on getaways and self-expression. He has also led the redesign of Equate's project methodology by eliminating repetition and reducing complexity.

As an entrepreneur, Abdulmohsen has launched and exited a profitable startup, Mirror Lake, based on a business model and service design innovation. He is currently prototyping his first physical product that helps Netflix-bingers munch better.

Abdulmohsen is certified from The Global Innovation Management Institute as an Innovation Associate®, and is a Qualified Innovation Enabler® from Foursight.

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Course details

Date

March 27-29, 2018

Time

8:30am – 2:30pm

Registration

Online at <http://oe.kfas.org.kw>

Contact

Email: training@kfas.org.kw

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