Lloyd Business School

Ladder Of Success

Lloyd Business School, Greater Noida

Workshop on Design Thinking

Event Report

Event Name: Workshop on Design Thinking	**Event Date:** 15th December 2022
Faculty Coordinators: Dr. Neetu Kamra and Ms. Neha Issar	**Event Timings:** 11:00 AM-3:30 PM
Number of Participants: 28	**Venue:** IBM Lab, Campus 1, Lloyd Business School, Greater Noida
Guest Speakers: Ms. Arati Sood and Mr. Mayank Kaura	**MOC:** Offline

Expected Outcome:

- To make students understand the importance of user experience for enhancing and uplifting our daily lives.

Detailed Report:

An insightful and interactive workshop on 'Design Thinking' was held for the PGDM-Business Analytics students on 15th December in the IBM lab at Campus 1. It was organised by the 'Grey Matter Club', the business analytics club of Lloyd Business School. For the workshop, we had Ms. Arati Sood, who has over 24 years of global leadership experience working with prestigious brands like McKinsey and Co., ICRA (Moody's affiliate in India) and IBM in areas of strategy and organisational capabilities for Digital Transformation. We

also had Mr Mayank Kaura with us, who is a part of the IBM Digital Strategy team and has over 7 years of global consulting experience in digital and analytical technologies.

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Learning Outcomes:

The workshop helped students to understand how crucial it is to add value to the product. The whole design thinking process involves combining empathy, creativity, and rationality to meet user needs and drive business success.

Report Prepared by

(Ms. Neha Issar)