

Genesis Events India

Solve the right problem. **Align the right people.**

Dr. Edward de Bono's Masterclass: Turning complex corporate challenges into actionable execution plans.

📍 Mumbai | Bengaluru | Hyderabad | Gurugram

📅 October 2026 Cohorts



METHODOLOGY

The 5-Stage Thinking by Design® Framework

From debating what is... to designing what can be.

01

FOCUS

Frame problems sharply before budget commitment.

02

EXPLORE

Consider factors and stakeholder needs deeply.

03

DEVELOP

Generate ideas on demand with creativity toolkits.

04

EVALUATE

Test feasibility and fit of ideas rapidly.

05

IMPLEMENT

Deliver concrete solutions teams can execute.

 Practitioner Module (Min. 08 Hours)

Led by Certified Master Trainers

Objectives & Immediate Outcomes

🎯 Core Objectives

- Use empathy to map customer met and unmet needs.
- Master the 5 steps of TBD for breakthrough innovation.
- Practice creative thinking tools on real corporate projects.
- Present validated prototypes directly to leadership.

⚡ Immediate Outcomes

- Sharper problem framing before resource commitment.
- On-demand ideation via Edward de Bono's toolkits.
- Cross-functional stakeholder alignment and faster decisions.
- Personal action plan ready for Monday morning execution.

CURRICULUM

Structured 4-Session Practitioner Journey

Session 1 Foundations Introduction to Dr. Edward de Bono | Why Creativity & Innovation? | Divergent & Convergent Thinking | Focus & Problem Framing | Invitational Language Stems, FQ/SQ Questions, O.P.V. & POV.

Session 2 Empathy & Ideation World Café Polls | Empathy Mapping | Journey Experience Analysis | Customer Personas | Core Empathy Building Frameworks.

Session 3 Tools & Prototyping A.P.C. (Alternatives, Possibilities, Choices) | Random Word & PO (Provocation) | SCAMPER Framework | Idea Evaluation, Fault Removal & Prototyping.

Session 4 Execution & Pitch Storytelling & Storyboarding | Action Planning | Selling Ideas to Difficult Stakeholders | Final Project Presentations to Leadership | Wrap-up.

Delivered interactively via virtual or face-to-face immersive formats with full toolkit support.

Whom Is This For & Certification

Target Audience

Designed for leaders in **Human Resources, Customer Experience, Sales, R&D, Product Design, Supply Chain, Regulatory Affairs**, and any executive needing empathy and design thinking as a daily operational mindset.

Dual Certification (de Bono UK)

- **Certificate of Participation, Thinking by Design®**
(includes original course material).
- Dual Digital Badges via Accredible & Special Certificates.

SCHEDULE

Four Cities. One Transformative Experience.

City 01

Mumbai

6 October 2026

Taj Lands End, Bandra West.

City 02

Bengaluru

7 October 2026

The Ritz-Carlton

City 03

Hyderabad

8 October 2026

ITC Kohenur, HITEC City.

City 04

Gurugram

9 October 2026

Pullman Aerocity.

Limited seats available per city to ensure personalized interaction and tailored guidance.



Ready to Transform Your Organization?

Join our upcoming city cohorts this October 2026 and secure your seat today.

Phone +91 9811630393

Email sona@genesiseventsindia.in

Website www.genesiseventsindia.in