

Abstract for the International QDB – INSME Expert Training

Design Thinking for Innovation in Practice – *an Effective Toolkit to Manage Competitiveness*

Mr. Rohit SHUKLA
CEO & Founder
Larta Institute
United States of America

Problems are ubiquitous across the world. Innovation is often considered to be the driver of solutions to problems. It is also the biggest buzzword adopted by those involved with and covering entrepreneurs. “Innovation” is often associated with new ideas and almost never on the need to develop a “bottoms” approach to the creation of an innovative ecosystem.

“Design thinking” is the most comprehensive such approach to innovation development and management. It denotes the cultivation of creativity as an intrinsic part of the achievement of outcomes. It embraces interaction between a complex market and cultural landscape. It incorporates customer-centric focus, collaboration between and inside teams, a powerful predictive alternative to linear thinking that marks so much of business.

While “design thinking” and the principles behind it have increasingly taken hold of the imagination of managers involved in innovation management, these principles need to be embedded into the practice of economic development practitioners engaged with building entrepreneurial value in their communities. Frequently, competition between regions focuses on the “wow” factor of individual entrepreneurial firms, rather than a focus on the process of instituting experiential learning, creating conditions for the growth and development of creativity, understanding a complex interactive landscape of market and culture, and instituting, inside intermediary organizations and regions alike, the alignment of “design thinking” principles with the realities – both obvious and non-obvious – of innovation today.