

MINDshift™ : Management Innovation by Design Workshops

MIND: Management Innovation by Design™

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In his latest work, *The Future of Management*, leading management thinker and consultant Gary Hamel points out that the success of organisations, public and private, depends increasingly not only on their ability to *manage innovation*, but on their capacity to generate **management innovations**. **Management innovation** goes beyond developing innovative products or services. It is about innovations in *processes, decision making, systems, policies, organisational structures* and in all sorts of *interactions* within and outside the organisation.

Dr. Murli Nagasundaram's MINDshift™ workshops train participants in exploring, innovating, designing and implementing management innovations. He employs engaging **MINDgames™** -- techniques, processes and methodologies that blend concepts drawn from an eclectic range of fields including business, design, innovation, anthropology, psychology, and sociology. These are essential for *creative problem solving* and **design thinking** -- an approach developed by market-leading design firm IDEO and increasingly incorporated into the curricula of leading business schools, following the examples of Stanford and Rotman schools of business. Major corporations have also begun adopting *design thinking* as a business methodology.



MINDshift workshops don't just train participants in methodologies: participants learn to transform raw management innovation ideas and perspective shifts into actual management innovation prototypes that can serve as starting points for innovations in their respective organisations.



A MINDshift workshop functions as a *laboratory* for generating management innovations. Participants learn to first define specific management innovation goals for a given situation and establish a rough road map -- called a **MINDquest™** -- and then work through the process.

MINDquests can be tailored to the needs of teams from a single organisation, division or department seeking breakthroughs to address specific issues.

Sustaining MINDshifting in an organisation requires more than learning methods and techniques. MINDshift participants will learn the attitudes and behaviours which when institutionalized in organisations are conducive to MINDshifting. They also will acquire the knowledge to design their own physical and cultural environments that promote MINDshifting.

Among the takeaways for participants from a MINDshift workshop are:

- How to define and structure a MINDquest to address a specific need
- A variety of MINDgames to generate ideas and innovations
- How to transform raw ideas into practical management innovations
- How to design environments and cultures conducive to MINDshifting
- Attitudes and behaviors that sustain management innovation