



The Imagineering – Business Innovation from an Experience Perspective

**Business Innovation from an Experience
Perspective to Co-Create the Future:
Develop Imagineering skills for
Meaningful Experiences**

Program Overview

The “Imagineering” Executive Education program will be conducted with the following considerations: the Organization’s mission, vision, and values, and the envisioned future of the organization, facilitating transformation by treating organizations as open systems that can co-create solutions to its problems, by creating meaningful and valuable experiences.

Organizations are open systems that continuously innovate and emerge to withstand the complexity of the markets and society. This program facilitates the people in the organization to develop co-creation skills with an appreciative mindset. Also, equipping with the knowledge of diverse compelling organizational challenges to manage the tradeoffs so that they can make the bottom and top of the organization work together.

This program will train the participants to co-create meaningful and valuable experiences; imbibing appreciative thinking, initiating active dialogue, and using storytelling effectively, which helps strategic implementation of design ideology, and collective action planning for the organization’s future.



Program Modules

Module 1

Broadly the content of the program will focus on the following areas

- Imagineering – Introduction and Why Imagineering
- The philosophy of Complexity Theory - Complex Adaptive Systems lens
- Systems Thinking – Seeing the problem
- The Power of Dialogue
- Storytelling – Evoking powerful emotions
- Reframing – A psychological transformation
- Reflection strategies – Thinking Pathways
- Appreciative Inquiry – The Power of Positivity
- Co-creation – The art of Togetherness
- The blocks of Imagineering – Inspiration
- The blocks of Imagineering – Ideation
- The blocks of Imagineering – Implementation

Who Should Attend

The program is suitable for active employees in the managerial cadre who have worked in the company for more than two decades and are in a decisive position, preferably DGM and above. The program will be more fruitful with participants from multiple functions, both line and staff managers.

Learning Outcomes

Upon the completion of this program:

- The participants will develop a multi-perspective mindset toward problems and problem-solving.
- The participants will learn the Imagineering techniques that will allow to create a positive workplace.
- The participants will understand the significance of co-creation, and its implementation to improve the present processes/products/services or to create new ones.

Faculty



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