

**INSTITUTE**  
*of* **QUALITY**



Confederation of Indian Industry

3rd

# BUSINESS EXCELLENCE CONCLAVE

0900 - 1700 hrs  
24 September 2021

## PRE-SUMMIT MASTERCLASSES

21 - 23 September 2021





## MASTERCLASS 1

# BIOMIMICRY MASTERCLASS

Innovation inspired by nature

0930 - 1330 hrs | 21st September 2021

### BIOMIMICRY IS NOT LEARNING ABOUT NATURE BUT LEARNING FROM NATURE.

This masterclass will help participants get started on their journey of biomimicry. Participants will be introduced to the essentials of biomimicry and the tools required to emulate nature's time-tested strategies. In line with the theme of innovation, the masterclass will weave in related aspects of curiosity, imagination, and creative thinking to enable the participant to become a practitioner and start innovating with nature as model, measure and mentor.

### MEET YOUR TEACHERS - SHARKS, WHALES, FUNGI, AND SNAILS.

Biomimicry is the practice of learning from and translating nature's designs, strategies, and principles to solve human challenges. We can tap into 3.8 billion years of nature's wisdom to address problems in a range of fields from design and engineering to manufacturing, architecture, human resources, sports, and leadership.

## BIOMIMMICRY

Innovation  
Inspired by  
Nature



### FACULTY

**SHIVA SUBRAMANIAM**  
*Co-founder & Director – Innovation  
Biomimicry Compass*

Shiva is the co-founder of Biomimicry Compass, an IIT Madras incubated company, that enables innovation using nature's design strategies and engineering principles. He is a coach and facilitator, specialising in innovation, creativity, entrepreneurship, and cross-cultural skills. In his career spanning over 3 decades, he has worked with a multitude of organizations that includes TCS.

Shiva is guest faculty at IIT Madras, where he teaches courses on creativity, entrepreneurship, life skills, cross-culture and biomimicry. He started his career as an advocate at the Madras High Court



Transforming the  
Business Model



Opportunities for  
Creativity and Innovation



Time-tested solutions to  
all the problems

## MASTERCLASS 2

# "LEADERSHIP AGILITY THROUGH MINDFULNESS - MANAGING OUTSIDE BY MASTERING INSIDE"

0930 - 1330 hrs | 22nd September 2021

More complex the situation and people we must deal with, higher the inner mastery that we need. In today's world, full of uncertainty and hope at the same time, the ability to stay calm, develop a clear vision for oneself and the organization, inspire and guide teams towards larger objectives is very critical to be an effective leader. We invite you for a session to explore mindfulness techniques that can be applied to your work or family contexts to become an even better, agile leader

### TOPICS COVERED & TAKEAWAYS



Understand the key inducers of Stress in personal and professional situations



Understand Neuroscience Research evidence of Mindfulness practices on brain, nervous system, endocrine system & hormones (e.g. Google-Stanford Neuroscience Research)



Learn Mindfulness techniques to reduce Stress and operate with calm mind



Use holistic/multiple Intelligences for decision/choice making



Enhance Emotional Intelligence (EQ), which is the bedrock of leadership



Know some of the key industry trends and patterns on Mindful Leadership (e.g. Google's "Search Inside Yourself" program).



### FACULTY

**VISHWESHWAR HEGDE**  
*Partner*  
*PM Power Consulting*

Trainer, Coach and Consultant on Agile, DevOps, Program Management and Mindful Leadership areas. Vishu has 35+ years' experience in IT industry and worked in various organizations like Indian Institute of Science (IISc), Aeronautical Development Agency (ADA), Motorola and Mindtree in diverse leadership roles in India and outside



**SIVAGURU**  
*Partner*  
*PM Power Consulting*

Excellence Coach, helping individuals, teams and organizations chart out their excellence journeys and make progress. He also hosts a podcast 'Software People Stories'. Sivaguru has 40+ years' experience in IT industry in various leadership roles and worked at Tata Burroughs and Global Automation and HCL Technologies



## MASTERCLASS 3

# APPLYING DESIGN THINKING FOR BUSINESS ADVANTAGE

1000 - 1700 hrs | 23rd September 2021

In today's growing complexity of digital technology and modern business, customers are increasingly choosing products and services based on the quality of the experiences they have with them. To help meet these challenges, an approach known as "Design Thinking" is playing a greater role in finding meaningful pathways - it is increasingly common in Lean Six Sigma processes and in organizational innovation initiatives.

In this comprehensive training programme on Design Thinking, the participants will be exposed to solving problems by building empathy through various Empathy Mapping techniques, generating ideas, prototyping and testing new concepts in design before final implementation.

### TOPICS COVERED & TAKEAWAYS

-  • Key Concepts & Principles of Design Thinking
-  • Using Design Thinking for Design of Products and Services design
-  • Framework for design thinking
-  • Application of Design Thinking to Engineering Design
-  • Creating Empathy Maps, Customer Journey Maps, Value Stream Maps and Mind Mapping Techniques
-  • Ideation Techniques and Affinity Maps
-  • Process of Customer Co-Creation
-  • Experimentation Techniques, Rapid Prototyping and Concept Testing



### FACULTY

**PROF. NMK BHATTA**

*Dean (Research)*

*Xavier Institute of Management  
& Entrepreneurship*

Prof Bhatta has undergone training in Design Thinking & Innovation Management conducted by Steinbeis, Germany. He teaches Design Thinking to the students of PGDM and also conducted several MDP programs on the subject to industry Executives and R&D Engineers of DRDO and CSIR Labs. He works as a consultant to various Industries in the field of Design Thinking. He was formerly a Professor and Chairman of Industry Interface and Executive Education at IIM Indore. He has more than 43 years of Industry and academic experience.

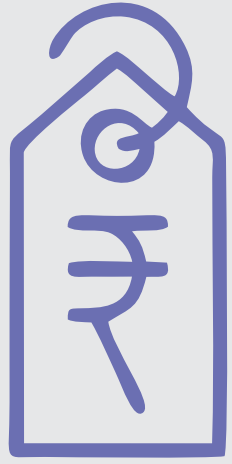
**Acquire a deep understanding of the Design Thinking principles, process and tools  
Apply the Design Thinking methodology and tools to generate breakthrough ideas and  
co-create an improved customer experience journey. Improve personal effectiveness  
by becoming a more empathetic Designer of Goods and Services**



# PROGRAM METHODOLOGY

Practical exercises and activities to reinforce the learning, and help participants apply the concepts in their professional and personal life.

- Presentations
- Audio/Video assisted facilitations
- Experiential practices
- Exercises
- Dialogues



**21 & 22 SEPTEMBER 2021**

**Rs. 4500/-**  
**per participant / per Master Class**  
*GST – 18% applicable*

**23RD SEPTEMBER 2021**

**Rs. 6500/-**  
**per participant / per Master Classes**  
*GST – 18% applicable*

## DISCOUNTS

*10% discount any two Master Classes | 15% discount for three Master Classes*

## 3RD BUSINESS EXCELLENCE CONCLAVE

Disruptive Times - Strategies for Surviving and Thriving  
24th September 2021: 0930 – 1730 Hrs

Participants attending all the three Master Classes are eligible for a Complimentary invite to BE Conclave

## SESSIONS IN FOCUS



**Survival in Unpredictable Times**



**Adapting Excellence Frameworks for Transformation/ Fueling Growth**



**Thriving in the Unpredictable New Normal**



**Role of Stakeholders in navigating the present and progressing to the future**



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